



DEPARTMENT OF THE INTERIOR
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FISH AND WILDLIFE SERVICE

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SECRETARY SEATON GIVES AID TO TUNA INDUSTRY

In response to requests from the Pacific Coast tuna industry, Secretary of the Interior Fred A. Seaton announced today that the Fish and Wildlife Service will give full support to a joint industry-Government sales promotion program designed to move the plentiful supplies of canned tuna into normal trade channels.

The nationwide program, which is now getting underway to move big stocks of canned tuna rapidly, is directed toward both institutional and home consumer markets and will climax during the period of September 13 through 22.

Due primarily to excellent fishing this spring and summer, normally a season of light production, record stocks of canned tuna are available at the lowest price in several years. Industry leaders are confident that housewives of the Nation will respond to this merchandising activity, since canned tuna fits so well into fall season menus. In addition, national advertising by the tuna industry, and the emphasis of the tie-in features of canned tuna will, in combined force, aid tremendously in the sales effort.

Secretary Seaton stated that the Fish and Wildlife Service will aid the industry's promotional efforts through special work with schools, institutions, and food trade groups. Informational and educational activities will be increased in order to attract greater consumer attention.

The Department of Agriculture will cooperate through use of the facilities of the Federal Extension Service and the Food Distribution and Information Divisions of the Agricultural Marketing Service. Canned tuna in oil will be included on the list of plentiful foods during September.

Canned tuna is available in a number of styles of pack. The solid pack consists of tuna loins packed in oil; the chunk pack, as the name implies, is a pack of chunks in oil; the grated pack is the grated or shredded portion of the tuna loin; the flake pack is the broken or mixed segments of the loin. A number of speciality packs are also available, such as "tonno" consisting of solid-meat tuna packed in olive oil; baby food packs and others. For the past several years a "dietetic" pack has been prepared for those persons who must avoid salt in their diets. Practically all of these styles of pack are available in white or light meat.

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