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DEPARTMENT OF THE INTERIOR
INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

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INTERIOR DEPARTMENT BACKS INDUSTRY'S "FISH PARADE"

The "Fish Parade", which is the fishing industry's designation of its 1956 National Fish Week, October 29 to November 2, will have the support of the Department of the Interior, it was announced today. Among the many features of the program will be the "Shrimp Fiesta" which will begin October 15 and end November 3.

The goal of the fishing industry is to develop an increased fall selling season when inventories are normally at their peak. Historically, the big selling season for fishery products occurs during Lent each year.

Because fish is one of the most valuable of protein foods, the All-Industry Fish Week Committee decided that a fall drive to increase the use of fish and shellfish would be beneficial to the industry and the consumer alike.

The 1956 drive for a big fall selling season is described by industry spokesmen as the most ambitious coordinated sales effort ever attempted by the fishing industry in this country. Not only are practically all segments of the American fisheries engaged in the drive, but wholesalers, distributors, and retailers throughout the Nation are joining in the effort to make the fall sales campaign the most successful in history. Many State and local officials also are joining in the drive.

In pledging the support of the Department of the Interior to the industry's sales effort Fish and Wildlife Service Director John Farley said:

"The fishing industry is important to the national health, safety and interest. It renders valuable service to the people of this country by providing a large proportion of the Nation's food supply, as well as large quantities of meal for the feeding of livestock and of fish oils and fish liver oils for food, medical and industrial uses.

"During 1955, 4.6 billion pounds of fish were produced in the United States and Alaska. Of this approximately 56 percent was used as food and 44 percent was used in the manufacture of byproducts or as bait. From these data it can be seen that fishery products are an important source of the Nation's supply of animal protein.

"The Department of the Interior, through the Fish and Wildlife Service, has a direct responsibility to the fishing industry and to the people of this country. Therefore, not only do I gladly pledge support to this magnificent effort but I also say very proudly that the Department of the Interior does not confine its efforts to one week in the year but that it works diligently in this field, through research, education, market promotion and otherwise every week in the year. And I do not hesitate to add that we will endeavor to do even more for the fishing industry and the consumers in the future than we have done in the past."