



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

For Release OCTOBER 11, 1957

DEPARTMENT OF THE INTERIOR LENDS SUPPORT TO FISH SALE CAMPAIGN

Another joint annual industry-government sales promotion program designed to move the plentiful supplies of domestically produced canned tuna into normal trade channels will again have the full support of the Bureau of Commercial Fisheries of the Fish and Wildlife Service, Assistant Secretary of the Interior Ross Leffler announced today.

This nationwide program, publicized as "National Canned Tuna Week", which is now getting underway, will be aimed at both institutional and home consumer markets and will climax during the 10-day period of October 31-November 9.

Assistant Secretary Leffler said that the Bureau of Commercial Fisheries 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 response.

Industry leaders are confident that housewives of the country will respond to this merchandising activity since canned tuna fits into fall menus so well and is one of the few protein foods which is now lower in price than last year at this time. National advertising by the tuna industry will add tremendously to the sales effort by pinpointing special values of interest to homemakers.

The Department of Agriculture will also participate in the joint campaign by lending the facilities of the Federal Extension Service and the Food Distribution and Information Divisions of the Agricultural Marketing Service. Canned tuna will be included on the list of plentiful foods during October.

The domestic style of canned tuna is characterized by the addition of a slight amount of vegetable oil which replaces the natural oil of the tuna that is lost in the cooking and packing process. This additive locks in the delicate tuna flavor and blends well with this excellent type of protein food. In addition to its protein value, canned tuna contains vitamins of the vitamin B complex group and nutritionally essential minerals such as calcium, phosphorus, iron, copper, and iodine.

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