



DEPARTMENT OF THE INTERIOR  
INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

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STUDY POINTS UP POTENTIAL MARKET FOR FISHERY PRODUCTS

The market potential for fish and shellfish in the eating facilities of the Nation's manufacturing plants is not being fully exploited, a survey made for the Department of the Interior indicates. The study shows that 85 percent of the plants with food facilities, and having 250 employees or more, serve fish and only 52 percent serve shellfish.

The survey was financed through funds for the Saltonstall-Kennedy Act for the betterment of the domestic fishing industry. It was made by Dun and Bradstreet, Inc., in conjunction with a larger food survey which that firm was making for the Department of Agriculture. The purpose of the survey was to discover and point up areas toward which distributors could direct attention in their drive to sell more of these highly nutritional fishery products.

The survey showed that manufacturing plants in the northeast section of the country and on the West Coast are more apt to have fish or shellfish on the menu than are plants in the Midwest and South. In the South the utilization of shellfish on the menu is on a par with the Midwest section of the country.

The survey also showed that the eating places in large plants (plants with over 1,000 employees) are more consistent users of fish and shellfish than those in the smaller plants.

Half of the large plants which have food facilities are located in the north-central part of the United States. This indicates that the possibilities of increasing the sale of fishery products in the manufacturing plants of this region are relatively promising.

The survey showed that company-operated restaurants and cafeterias are more consistent users of fishery products than are contractor-operated eating facilities.

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