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TUNA INDUSTRY PRESENTS AWARD TO SECRETARY UDALL

The United States tuna canning industry presented an award May 5 to Secretary of the Interior Stewart L. Udall for successful Department efforts during the past year in support of the tuna industry.

Jack Gorby of Terminal Island, California, President of the Tuna Research Foundation, presented a scroll to Secretary Udall which commended the Department of the Interior and its Bureau of Commercial Fisheries for "good will and practical support" in boosting tuna sales during 1963.

Secretary Udall said the Department of the Interior was delighted to have worked with the tuna canning industry. He praised the industry for having a "very fine product and very high standards."

"We are happy to have had a part in this program," Secretary Udall said. "We feel it is the type of relationship with industry that is most productive for our national economy."

Gorby said the Department's support of the industry was "an inspiring demonstration of the partnership of Government and business" which added strength to the free enterprise system.

The Bureau of Commercial Fisheries conducted a nationwide promotional campaign for canned tuna which included the distribution of recipe leaflets, marketing bulletins, television slides, and news releases about the nutritional value of tuna. The Department of Agriculture also played an active role in the promotion.

In addition to marketing assistance, the Bureau of Commercial Fisheries also assists the fishing industry through biological research, participation in international fishery commissions, loans and grants for vessel construction, and through fishing gear research and exploratory fishing.

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