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★ news release

FISH AND WILDLIFE SERVICE
Bureau of Commercial Fisheries

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PLENTIFUL SUPPLY OF FISH AND SEAFOOD

Budget-minded consumers can expect a good supply of fresh, frozen and canned fishery products during the next several months as the result of generally good harvests, the Department of the Interior's Bureau of Commercial Fisheries announced today.

Preliminary figures on the United States catch of fish and shellfish during the first 6 months of 1965 indicate landings were about 50 million pounds greater than for a like period in 1964.

The Bureau's Branch of Marketing again is cooperating in the annual Fall promotion campaign, "Fish 'n' Seafood Parade." This is the 12th successive year of the national program.

Donald L. McKernan, Bureau Director, said that during October the industry will conduct an intensive advertising and publicity campaign and provide point-of-purchase material to acquaint food buyers with benefits of serving fish and seafoods.

Simultaneously the Bureau of Commercial Fisheries will provide to public information media materials emphasizing ease of preparation, and versatility of fishery products.

"Continuing research to improve methods of refrigeration and transportation is making high quality fish and seafood products available to more people than ever before," Director McKernan said. "Americans are extremely interested in the nutritional values of food today and it has long been known that fishery products are excellent sources of protein, minerals, and essential B-complex vitamins."

Mr. McKernan also said the Department of Agriculture will list "Fish 'n' Seafood Parade" as a merchandising opportunity on a national basis in its October plentiful food literature.

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