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FISH AND WILDLIFE SERVICE AIDS FISHING INDUSTRY IN PROMOTING FISHERY PRODUCTS IN COLUMBUS, OHIO

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An unusual concentration of fish-cookery demonstrations and institutional-type promotion by the U. S. Fish and Wildlife Service and the fishing industry were conducted in Columbus, Ohio, from September 20 to November 20, 1954. This project represented the first concentrated joint industry-Service effort to make the consumers of a specific area "fish conscious." This experimental program's success and its lessons may well point the way to similar, and even more successful, promotional campaigns in other areas.

The program provided an excellent example of the methods by which the fishing industry and the Fish and Wildlife Service can cooperate in any area, large or small, to increase the consumption of fishery products. The National Fisheries Institute (NFI) concentrated its efforts on fish fillets and fish sticks. Spot radio announcements 5 days per week, Monday through Friday; TV commercials 4 days per week, Tuesday through Friday; and newspaper ads in the evening papers were all placed by the National Fisheries Institute in Columbus through its advertising agency. In addition, the Institute supplied Columbus newspaper food editors with fish recipes and pictures. These, as was true of all NFI advertising, were of the product or industry type, and no brand was named in any of the copy. Sparked by NFI's efforts, the industry (producers as well as local distributors and retailers) spent considerable time and money in "pushing" and advertising their own brands of fishery products, with emphasis on fish fillets and fish sticks to complement the general promotion. Outstanding among these efforts were the full-page newspaper ads on fish sticks run by a major producer.

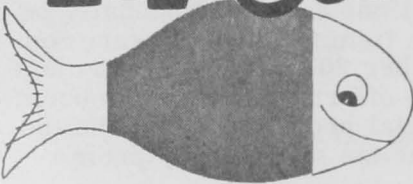
To this campaign the U. S. Fish and Wildlife Service contributed the services of a home economist and fishery marketing specialists (from its Educational and Market Development Section of the Branch of Commercial Fisheries) who arranged and presented a series of fish-cookery demonstrations in the Columbus area. The demonstrations were given for cooks and managers of parochial and public school cafeterias, Air Force and Naval Station mess halls, public and private institutions, Ohio State University food-service personnel, television food shows, and for a food class at the local electric company. In addition, Fish and Wildlife Service personnel interviewed the food editors of the three Columbus newspapers, and a feature writer and radio food editor of Columbus. It was possible to furnish all of these editors with useful fishery educational material, including fish recipes, pictures, and Service publications. Although the campaign was primarily concerned with fish fillets and sticks, other items, such as canned fish, shellfish, and fresh fish were included by the Service in its part in the promotion.

Local arrangements for the Service's participation in the Columbus fish promotion were made just as the campaign got under way in September. The actual demonstrations and other contacts listed above were not begun until late October after the efforts of the industry had aroused interest in fish and its preparation. The first Service fish-cookery demonstration in the Columbus area was given at Mount Vernon for 212 cooks and managers from parochial schools in the surround-


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ing counties. For this group, who use fishery products regularly, emphasis was placed on easier preparation of fishery products in order to encourage greater variety in their menu planning.


Frozen Fillets




the flavor and thrift of fish—without the fuss



Plump servings of fresh-caught favorite fish



Ready to broil, bake, fry
No bones—No waste



A gourmet fish dish in 15 minutes
for as little as 15¢ a serving

Fish 'em out of the freezer at your food store

P.S. Have you tried FROZEN FISHSTICKS? All crispy-cooked—just heat 'em and eat 'em. Also available breaded and ready to cook.

NATIONAL FISHERIES INSTITUTE

Fig. 1 - This is one of two advertisements which appeared each week in the Columbus Dispatch and the Columbus Citizen. The ad for fish fillets was alternated with one on fish sticks in each paper.

they serve fish once a week, but find themselves confronted with preparation, serving, and acceptance problems in feeding fishery products to their groups. The Serv-

The second of the demonstrations was a 30-minute guest appearance on a leading TV kitchen show. Time for this appearance was donated by the television station as a public service. A novel recipe for shrimp was included in the recipes prepared. The star of the show cleverly tied in an NFI paid commercial on fillets to one of the Fish and Wildlife Service recipes, using the finished dish as an example of what can be done with fillets.

The Columbus Naval Air Station and the Lockbourne Air Base were the respective hosts for the third and fourth fish-cookery demonstrations. At the Naval Station, Navy cooks feeding nearly 2,000 meals daily were present, while at the Lockbourne Air Base, the Air Force and Army cooks responsible for feeding almost 6,000 men daily attended. Since these two bases customarily serve fishery products once a week, the emphasis was on showing different ways of serving fish and shellfish. Suggestions were made on the proper handling of fishery products upon their receipt at the mess halls, so that the fish dishes on the men's trays would meet with greater acceptance, and thus greater consumption.

A group of nearly 180 school-lunch cooks, who feed an estimated 12,000 children daily, viewed the fifth demonstration in Columbus. Here fish sticks in their cooked and uncooked forms gained the most attention, although both canned fish and frozen fillets were also demonstrated. Some in the audience made their first acquaintanceship with fish sticks by tasting those they had seen cooked and displayed during the demonstration. It appeared obvious from the many comments that use of fish in the schools of the Columbus area should show a sharp upward trend as a result of this meeting.

The sixth demonstration, given at Ohio State University, was attended by a group of dietitians and cooks who prepared meals for approximately 10,000 persons daily in the University dining halls and Medical Center. Their primary interest in the demonstration was in learning easy methods of preparing fish which still permitted a superior finished food dish.

The demonstration kitchen of the gas company serving Columbus was the scene of the seventh demonstration. Here personnel from the various State of Ohio and other public institutions in the Columbus area gathered to learn how they might improve the acceptance of fishery products among the 15,000 inmates they feed daily. Most of the cooks and dietitians said

ice Home Economist was able to offer suggestions for the solution of their problems in her demonstration of fish and shellfish cookery.

In her eighth demonstration in Columbus, the Service Home Economist introduced fish and shellfish cookery to a food class organized by the local electric company. Here not only the class, but the home service director of the electric company, and her staff of home economists, benefited from the meeting.

For the ninth and last demonstration given by the Service team in the Columbus area, another local TV station was host and oysters were featured in the guest appearance on their afternoon kitchen show. Oysters were opened, and along with some recipe suggestions on the use of oysters went the reminder to the viewers that even on Thanksgiving and Christmas oysters can well be an important addition to the holiday fare.

Contacts made with the various radio, TV, and newspaper food editors by the Service representatives during the period of the promotion brought out their need for suitable information and pictures relating to fishery products and their use by homemakers. Arrangements were made to supply the food editors with many of the Service periodical publications to supplement those they were already receiving from the National Fisheries Institute and other industry sources. That fishery information and material, especially pictures, are considered of definite value by these editors was amply shown by a review of their food pages in their respective newspapers.

In reviewing the over-all promotion campaign and the contribution made by the industry and the Fish and Wildlife Service, it was evident that the efforts of each organization complemented the other to produce a rounded promotional program. The industry, including the National Fisheries Institute, relied largely on paid advertising for the effect they wished to make on the ultimate consumers. The Fish and Wildlife Service, as a Government agency, was particularly suited for its work with schools, institutions, utility companies, the Armed Forces, and the TV stations of the area.

In the matter of results, again the industry approach plus the Service's efforts, appears to have made for a balanced promotional program. Many of the industry's efforts were designed to create immediate increases in sales. The Service's demonstrations were primarily designed for institutional groups with secondary emphasis being placed on the home consumer. But more important, the results of the Service demonstrations given should be apparent two to three years from now, as surveys made of similar demonstrations have shown.

Frozen Fish Sticks
NEWEST HIT
 ON AMERICA'S DINNER TABLES

Plump "sticks" **THIS BIG**
 —of solid, fresh-caught fish

All breaded and crispy-cooked
JUST HEAT 'EM AND EAT 'EM
 Also available breaded and ready to cook

An eat-in-the-fingers snack kids love... or delish main dish for as little as 15¢ a serving

Fish 'em out of the freezer at your food store

P.S. Have you tried FROZEN FILLETS? Plump servings ready to broil, bake, fry.
 NATIONAL FISHERIES INSTITUTE

Fig. 2 - This is the fish stick advertisement which was alternated with the one on fish fillets in each of the two newspapers (Columbus Dispatch and Columbus Citizen) each week during the promotion in Columbus, Ohio.

Actual industry opinions of the results of such a campaign are, in the final analysis, the "proof of the pudding" and on this score fish dealers' opinions in the area varied widely. Those dealers whose normal major volume and profit comes from fresh fish naturally were disturbed by the amount of advertising and promotion devoted to frozen products. On the other hand, the sales managers of frozen food distributors who worked closely with the promotional program experienced sharp increases in their fish-stick and fish-fillet sales. The frozen food manager of one very large distributor to retail stores was surprised to note the degree to which movement of all types of fishery products seemed to be accelerated as the fish-fillet and fish-stick promotion campaign gathered momentum. Therefore, while the campaign was basically directed to increase the sale of frozen fillets and fish sticks, increases in the sales of all types of fishery commodities seemed evident.



SHELLFISH CAN ADD VARIETY TO MENUS

To add variety to menus try shellfish, suggests the U. S. Fish and Wildlife Service.

The various species of shellfish are delicate in flavor, light in texture, and require a very short period of cooking. And, best of all, they bring to a meal approximately the same amount of protein, minerals, and vitamins that a serving of meat does.

Among the most commonly-used shellfish in this country are clams, crabs, lobsters, oysters, scallops, shrimp, and spiny lobster tails. These shellfish are marketed in a variety of ways. These market forms, as applicable to the various shellfish, are given below. Choose the market form best suited to the recipe you plan to use.

Hard- and soft-shell crabs, lobsters, oysters, and clams are marketed alive in the shell. Sometimes crabs and lobsters are sold cooked in the shell.

Oysters, clams, and scallops are sold shucked, free from their shell, either fresh or frozen.

Shrimp and spiny lobster tails are usually marketed headless either fresh or frozen. Shrimp are sometimes sold cooked in the shell.

Meat is often removed from cooked shellfish, such as crabs, shrimp, and lobsters, and sold as cooked meat either fresh or frozen.

The following U. S. Fish and Wildlife Service tested recipe is suggested to add variety to your menu throughout the year:

SHRIMP THERMIDOR

$\frac{3}{4}$ POUND COOKED SHRIMP	$\frac{1}{2}$ TEASPOON DRY MUSTARD
$\frac{1}{2}$ CUP SLICED MUSHROOMS	DASH CAYENNE
$\frac{1}{4}$ CUP BUTTER OR OTHER FAT, MELTED	2 CUPS MILK
$\frac{1}{4}$ CUP FLOUR	GRATED PARMESAN CHEESE
1 TEASPOON SALT	PAPRIKA

Cut large shrimp in half. Fry mushrooms in butter for about 5 minutes. Blend in flour and seasonings; add milk gradually and cook until thick, stirring constantly. Stir in shrimp. Fill six individual well-greased shells or casseroles. Sprinkle with cheese and paprika. Bake in a hot oven, 400° F., for 10 minutes or until cheese browns. Serves six.