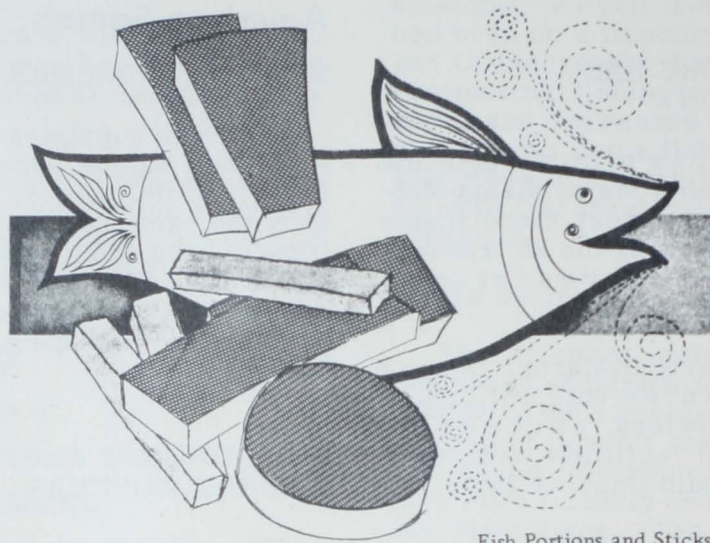


FOOD FISH FACTS



Fish Portions and Sticks.

Within the last decade an entirely new line of frozen food products has entered the consumer market. The success of these products has been tremendous. Today's homemaker has a selection of food in easy-to-prepare forms that were unknown 10 years ago. Along with many others, frozen convenience seafoods have become popular throughout the nation with fish portions and sticks leading the field.

As an example of how fish portions and sticks have caught on in the United States, statistics compiled by the Bureau of Commercial Fisheries show that from a beginning in the mid '50s, the combined production of fish portions and sticks in 1968 rose to over 270 million pounds. This figure continues to grow as additional drive-ins, restaurants, schools, institutions, and homemakers are introduced to these convenience seafoods.

DESCRIPTION

Fish portions and sticks are generally made of cod, haddock, or pollock and come in frozen, raw or partially-cooked forms. Fish portions can be obtained either breaded or unbreaded. They come in a variety of sizes and shapes to meet the requirements of different markets. Portions and sticks are cut by machine from large, solidly-frozen blocks of fish fillets. The cut pieces are dipped into a batter and coated with breading. Most fish sticks and some portions are then partially cooked. Partially-cooked fish portions and sticks take only minutes to prepare. Uncooked portions and sticks take slightly longer. For best results, follow the directions on the package for cooking time and temperature.

Fish portions range in size from $1\frac{1}{2}$ to more than 5 ounces and come in square, round, and rectangular shapes. Generally speaking, one 8 or 10 ounce package of fish portions will serve two. Raw breaded fish portions are at least $\frac{3}{8}$ inch thick and contain not less than 75 percent fish. Partially-cooked fish portions are at least $\frac{3}{8}$ inch thick and contain not less than 65 percent fish.

Fried fish sticks are 3 to 4 inches long and weigh up to $1\frac{1}{2}$ ounces. They are at least $\frac{3}{8}$ inch thick and contain not less than 60 percent fish. An 8-ounce package will make two servings.

(Continued following page.)

PURCHASING TIPS FOR FROZEN FISHERY PRODUCTS

Check carefully to see that the container is intact.

Avoid packages which have been stacked above the "load line" or "frost line" of the freezer.

Take only those packages which are solidly frozen.

Check for "drip" or ice on the outside of the package. This may indicate that the contents have thawed and been refrozen.

In buying cello-wrap packages, check for discoloration or other signs of freezer burn.

Frozen fish should have little or no odor; a strong fish odor means poor quality.

Within a few short years frozen fish portions and sticks have become an American standard, being featured as "fishburgers" or fish sandwiches in drive-ins and restaurants across the land. Volume feeding operations have incorporated portions and sticks into their menus with great success. Today's homemakers are preparing practical portions and sticks in a variety of imaginative ways for family dining.

Fish portions and sticks are a product of our rapidly changing society and it appears that their future is rosy, as producers, wholesalers, retailers, and consumers are shaping their activities around the convenience food product. (Source: National Marketing Services Office, BCF, U. S. Department of the Interior, 100 East Ohio, Rm. 526, Chicago, Illinois 60611.)

(Recipe on p. 74.)

IT'S SUMMER--DO YOUR THING WITH SEAFOOD

It's summer and you're tired of spending hours in the kitchen. Right? Okay, get up and enjoy the summer air and allow yourself to live a little. How? Here's how--explore the wonderful world of quickly-prepared, convenience seafoods. A wide selection of ready-in-minutes fishery products can be found in the frozen seafood section of your market ready and waiting to please and nourish your family.

Of all the seafood convenience products on the market today, fish sticks and portions have grown the fastest, according to the Bureau of Commercial Fisheries. Nearly 92 million pounds of fish sticks and more than 179 million pounds of fish portions were produced during 1968. This was a record year for both products. The increased consumer acceptance of these products is probably because the fishing industry and the Bureau are constantly striving to advance product development as well as improving freezing, packaging and storing methods.

Fish portions and sticks are generally cut from frozen blocks of cod, haddock, or pollock fillets. They may be bought raw or partially cooked, usually breaded, and frozen. These products should not be thawed before cooking which saves time for the busy homemaker. Shapes of portions and sticks vary from square or round to the more popular rectangular shape and range in weight from 1 to 5 ounces.

Fish Barbecue, a Bureau of Commercial Fisheries tested recipe, is a satisfying treat with an interesting new approach in preparation. Instead of first being fried, then served with a sauce on a bun, this unusual recipe allows the portions to absorb the tangy flavor of the easily-made barbecue sauce by being simmered in the sauce. Try it out on those hungry people around your house. Fish Barbecue will be a favorite and--you can take time out to live a little!

Fish Barbecue

6 frozen raw breaded fish portions (2½ to 3 ounces each)	6 poppy seed twist rolls, toasted
	Barbecue Sauce

Place frozen portions in a single layer in hot Barbecue Sauce in a 12-inch fry pan. Cook over low heat for 8 to 10 minutes. Turn carefully. Cook 8 to 10 minutes longer or until fish flakes easily when tested with a fork. Serve on rolls. Makes 6 servings.

Barbecue Sauce

¼ cup chopped onion	¼ cup vinegar
2 tablespoons butter or margarine, melted	2 tablespoons lemon juice
1½ cups catsup	2 tablespoons Worcestershire sauce
¼ cup brown sugar	¼ teaspoon salt

Cook onion in butter until tender in a 12-inch fry pan. Add remaining ingredients. Heat. Makes approximately 2 cups sauce.



The Bureau of Commercial Fisheries, United States Department of the Interior, has a full-color recipe booklet that shows you how to save time. Time for Seafood (I 49.49/2:1) Fishery Market Development Series No. 12, costs 45¢ and is filled with quick-fix fish and shellfish recipes that are certain to get the busy homemaker out of the kitchen in record time.

Another Bureau booklet, Fish for Compliments on a Budget (I 49.49/2:9) Fishery Market Development Series No. 9, costs 15¢ and contains time and budget-saving recipes. Both are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402. (Source: National Marketing Services Office, BCF, U.S. Department of the Interior, 100 E. Ohio, Rm. 526, Chicago, Ill. 60611.)