



# COMMERCIAL FISHERIES REVIEW



A review of developments and news of the fishery industries  
prepared in the BRANCH OF COMMERCIAL FISHERIES

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## CONTENTS

COVER: The Pelican, specially rigged for deep-water trawling, is exploring for shrimp off the coasts of the Carolinas, Georgia, and Florida. Recently chartered by the U. S. Fish and Wildlife Service, the 73-foot steel-hulled vessel is primarily seeking a commercial supply of shrimp in deep water, but the explorations also may provide valuable data on other species of fish. (See Commercial Fisheries Review, April 1956, p. 23 and p. 48 of this issue.)

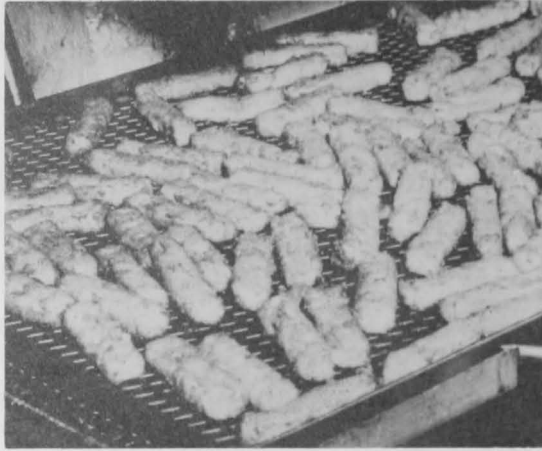
New Products from Fish Oils, Part I - Introduction, by Maurice E. Stansby .....	Page	1			
"Brown-Spotting" in the Southern Oyster, by Milton Fingerman .....		4			
Fishery Tariff Concessions in 1956 Geneva Negotiations, by A. M. Sandberg .....		6			
	Page			Page	
RESEARCH IN SERVICE LABORATORIES: .....	14		TRENDS AND DEVELOPMENTS (Contd.):		
Fish-Quality Deterioration Study .....	14		Great Lakes:		
Study of Drip in Frozen Fish .....	14		Electrical Weirs to Control Sea Lampreys Must		
Antioxidant Mixtures for Preserving Fishery Products .....	15		Remain in Operation Eight Years .....	27	
TRENDS AND DEVELOPMENTS: .....	16		Great Lakes Fishery Investigations:		
Additions to the Fleet of U. S. Fishing Vessels ..	16		Fishery Study of Saginaw Bay Initiated by M/V		
Arkansas:			Cisco (Cruise 1) .....	27	
Fish and Rice Crops .....	16		Chub Populations in Lake Huron Studied by		
California:			M/V <u>Cisco</u> (Cruise 2) .....	28	
Periodic Flights Continued to Study Pelagic Fish			Gulf Exploratory Fishery Program:		
Distribution (Airplane Spotting Flight 56-4) ..	17		Deep-Water Red Shrimp Commercial Potential		
Catch of Shrimp Beam Trawl Nets of Various			Being Explored M/V <u>Oregon</u> (Cruise 39) ..	29	
Mesh Sizes Studied by M/V <u>N. B. Scofield</u>			Food Irradiation Sterilization Pilot Plant ....	30	
(Cruise 56-B-1) .....	18		Maine Sardines:		
Cans--Shipments for Fishery Products, January-			Canning Costs Increase .....	31	
April 1956 .....	19		Canned Stocks, June 1, 1956 .....	31	
Electronic Devices Utilized in Fishery Research			Market Outlook for Fishery Products .....	32	
and Management .....	19		North Atlantic Fisheries Exploration & Gear Re-		
Federal Purchases of Fishery Products:			search:		
Fresh and Frozen Fishery Products Purchased			Smaller Catches of Deep-Water Ocean Perch		
by the Department of Defense, May 1956 ...	22		Made at Edge of Continental Shelf by <u>Delaware</u>		
Quartermaster Canned Salmon Requirements from			(Cruise 20) .....	33	
1956 Pack .....	22		Sea Scallops Sought in Deep-Water and Ground-		
Films:			fish Samples Collected (M/V <u>Delaware</u> ,		
Fishery Films Selected for International Film			Cruise 21) .....	33	
Festival .....	23		Midwater Trawl Fishing-Depth Control Found		
Fish and Wildlife Motif on United States Postage			Feasible by M/V <u>Delaware</u> (Cruise 22) ...	34	
Stamps .....	24		Marketing Prospects for Edible Fishery Prod-		
Fish and Wildlife Service:			ucts, July-September 1956 .....	35	
New Research Laboratory to Study Problems of			North Atlantic Fisheries Investigations:		
Gulf Fisheries .....	25		Haddock Eggs and Larvae Distribution Survey		
Florida:			Continued by <u>Albatross III</u> (Cruise 76) ....	36	
Fisheries Research, January-March 1956 ....	25		New Fisheries Research Vessel Shakedown		
			Cruise ( <u>T-79</u> , Cruise 1) .....	36	

## CONTENTS (CONTINUED)

	Page		Page
<b>TRENDS AND DEVELOPMENTS (Contd.):</b>		<b>FOREIGN (Contd.):</b>	
North Atlantic Herring Research:		International (Contd.):	
Fish-Finder Soundings by M/V <u>Metacomet</u>		Whaling:	
Locate Herring (Cruise 2) . . . . .	37	Number of Whale Catcher Boats Reduced by	
Fish-Finder Soundings Off Maine and Canada		Agreement . . . . .	62
by M/V <u>Metacomet</u> (Cruise 3) . . . . .	38	South Pacific Sperm Whale Allotment Proposed	63
North Pacific Exploratory Fishery Program;		Australia:	
Promising Results with Midwater Trawls by		Fisheries Development Fund Planned . . . . .	63
John N. Cobb (Cruise 27) . . . . .	39	State Cabinet Minister to Visit U. S. Fishing	
Oregon:		Ports . . . . .	63
Trawling Regulations Revised . . . . .	40	Canada:	
Oysters:		Mandatory Standards for Fish Sticks . . . . .	64
Regulations Adopted by National Conference of		Large New Research Vessel . . . . .	65
Weights and Measures . . . . .	40	Denmark:	
Pacific Oceanic Fishery Investigations:		Two New Fish Meal Plants in Operation . . . . .	65
Albacore Tuna Tagged on Japanese Fishing		German Federal Republic:	
Grounds . . . . .	41	Trawler Owners to Continue Support of Exports	
Hawaii Skipjack Fishing Grounds Survey Com-		of Frozen Fish . . . . .	65
pleted by <u>Hugh M. Smith</u> (Cruise 34) . . . . .	42	Iceland:	
Skipjack Tuna Behavior in Hawaiian Waters		Fish Freezing Plants . . . . .	66
Studied by <u>Charles H. Gilbert</u> (Cruise 28) . . . . .	43	Japan:	
Second Spring Skipjack Scouting Cruise Com-		Japanese-Mexican Fishing Company Planned . . . . .	66
pleted by <u>John R. Manning</u> (Cruise 31) . . . . .	44	Producers Form New Frozen Tuna Sales	
Public Eating Places Survey:		Agency . . . . .	66
Publicizing Beneficial Qualities of Fishery		Mexico:	
Products Believed Desirable . . . . .	45	Fishing-Permit Fees Increased . . . . .	67
Saltonstall-Kennedy Act Fisheries Projects:		Norway:	
Shrimp, Sponge, and Tuna Problems Research		Dried and Salted Fish Export Prospects Revised	68
Contracts Awarded . . . . .	46	Cod Catch Heavy This Year . . . . .	69
Canned Fish Consumer Purchases Study . . . . .	47	Automatic Herring Feeding and Sorting Machine	69
Foreign Markets for United States Fish Oils		Panama:	
Being Studied . . . . .	47	Recent Developments in Fisheries . . . . .	71
Fresh Fish Consumption Increase Sought in In-		Peru:	
land United States . . . . .	47	Whaling Activities . . . . .	74
South Atlantic Exploratory Fishery Program;		Union of South Africa:	
More Deep-Water Red Shrimp Explorations		Fishing Boats Offered Nylon Propellers . . . . .	74
by <u>Pelican</u> (Cruise 3) . . . . .	48	U. S. S. R.:	
Midwater Trawls and Telemetering Depth Finder		Fishing Fleets Expanding for Distant-Water	
Tested by M/V <u>George M. Bowers</u> (Cruise 3)	49	Fishing . . . . .	75
Fishing for Sardinelike Fish off Southern Florida		Herring and Carp Caught with Suction Hose . . . . .	76
by M/V <u>George M. Bowers</u> (Cruise 4) . . . . .	50	Fish Preserved by Electrical Shock . . . . .	76
U. S. Fish Stick Production . . . . .	50	United Kingdom:	
U. S. Foreign Trade:		Grimsby to Hold Fishing Industry Exhibition . . . . .	76
Edible Fishery Products, March 1956 . . . . .	51	Venezuela:	
Fishery Products Imported from Many Countries	51	Tuna Long-Liner Returns to Japan . . . . .	76
Groundfish Fillet Imports Down 10 Percent		<b>FEDERAL ACTIONS:</b> . . . . .	78
in June 1956 . . . . .	52	Department of Agriculture:	
United States Foreign Trade, 1955 . . . . .	53	Fish-Stick Standard Established . . . . .	78
Washington:		Department of Interior:	
Fish and Shellfish Landings, 1955 . . . . .	53	Fish and Wildlife Service:	
Olympia Oyster Industry Endangered by Ex-		Fish and Wildlife Service Reorganization De-	
cessive Mortality . . . . .	54	ferred Pending Congressional Action . . . . .	81
Wholesale Prices, June 1956 . . . . .	55	Notice of Intention to Adopt Amendments to	
<b>FOREIGN:</b> . . . . .	57	Alaska Commercial Fisheries Regulations	81
International:		Proposed Revised Regulations for New	
International Pacific Halibut Commission:		England Haddock Fishery . . . . .	82
First Season in Areas 2 and 1B Closed . . . . .	57	Herring Quota in South-Eastern Alaska In-	
Food and Agriculture Organization:		creased . . . . .	86
Antibiotics Use and Quality Assessment High-		High-Seas Fishing for Salmon off Alaska Pro-	
Lights Fish-Processing Technologists Meet-		hibited . . . . .	86
ing . . . . .	58	Whaling Regulations Revised . . . . .	89
Plan for Cutting Costs in Building Fishing		Eighty-Fourth Congress (Second Session) . . . . .	92
Boats . . . . .	60	<b>FISHERY INDICATORS:</b> . . . . .	95
International Fishing Gear Congress Planned	61	Chart 1 - Fishery Landings for Selected States . . . . .	95
United States Nominee for Director-General		Chart 2 - Landings for Selected Fisheries . . . . .	96
of FAO . . . . .	62	Chart 3 - Cold-Storage Holdings and Freezings of	
		Fishery Products . . . . .	97

**STUDY OF HOUSEHOLD CONSUMER PREFERENCES FOR  
BREADED SHRIMP AND FISH STICKS**

In the third (Fishery Leaflet 426) of a series of reports on household consumer preferences for breaded shrimp and fish sticks, the data from 1,797 questionnaires is summarized by income groups, household size, homemaker age groups, and occupation. The tabulated results from the questionnaires reveal the following facts concerning consumer preference for breaded shrimp and fish sticks:



1. Consumption of breaded shrimp is concentrated among middle and upper income groups.
2. The percentage of households serving breaded shrimp increases moderately in relation to household size.
3. Young housewives buy breaded shrimp much more often than older homemakers. Consumption is higher among white collar occupations than among occupations requiring manual skills.
4. The predominant marketing problem for breaded shrimp is to get consumers to try them. Nine out of ten homemakers trying breaded shrimp become satisfied customers.
5. The consumption of cooked fish sticks is related directly to family income status. Households serving cooked fish sticks during the past year ranged upward from 20 percent for families with less than \$2,000 income per year to 50 percent for families with incomes over \$10,000. The percentage of households serving fish sticks also increased in relation to household size up to families of five members.
6. Consumption of fish sticks is highest among homemakers under 25 years of age. Thereafter, there is a slightly downward trend for older age groups. Fish-stick consumption is somewhat higher among white-collar occupations than among occupations requiring manual skills.
7. Roughly 60 percent of all American households represents the possible limits of the untapped market for fish sticks. Something like 85 percent of all homemakers buying fish sticks are satisfied with them.
8. About one household in five uses breaded shrimp, either cooked or uncooked. Consumption does vary, however, by family-income status, age of the homemaker, household size, occupation of the breadwinner, and some other factors.
9. Nine out of ten housewives buying breaded shrimp are satisfied with them. The dominant merchandising problem therefore is to get housewives to try breaded shrimp.
10. Most of the large group which had not tried these products gave "No particular reason" as the answer when asked "Why haven't you tried them?" Insofar as the minority gave specific objections, some indicated an aversion for shrimp and others were not familiar with the product or the product was not available in local shopping centers. Significantly, only a very small percentage of those who had not tried breaded shrimp thought them too expensive.
11. When used by homemakers, breaded shrimp does not directly replace other fishery products. For the most part respondents indicated little indirect competition with other fishery products.
12. Housewives are well satisfied with the present package labeling as far as description of the contents is concerned, the manner in which to prepare the shrimp, and suggested recipes. Most housewives prefer medium-breaded shrimp if offered a choice of thin, medium, and heavy breading. They also prefer the largest size shrimp and packaged in layers separated with paper rather than bulk packaging. Housewives prefer light golden-colored cooked shrimp to darker-colored cooked shrimp.

Fishery Leaflet 426 (Household Consumer Preferences for Breaded Shrimp and Breaded Fish Sticks, Part 3 - Summary by Income Groups, Household Size, Homemaker Age Groups, and Occupation) may be obtained free by writing to the Division of Information, U. S. Fish and Wildlife Service, Washington 25, D. C.

**CONTENTS (CONTINUED)**

	Page		Page
FISHERY INDICATORS (Contd.):		FISHERY INDICATORS (Contd.):	
Chart 4 - Receipts and Cold-Storage Holdings of Fishery Products at Principal Distribution Centers .....	98	Chart 6 - Canned Packs of Selected Fishery Products .....	99
Chart 5 - Fish Meal and Oil Production - U. S. and Alaska .....	98	Chart 7 - U. S. Fishery Products Imports .....	101
		RECENT FISHERY PUBLICATIONS:	
		Fish and Wildlife Service Publications .....	101
		Miscellaneous Publications .....	103