

CANNED AND CURED FISH

Salmon

SALMON PACK: The Alaskan canned salmon pack, to and including July 26, amounted to 2,404,539 cases, according to Salmon Pack Report No. 5, issued by the Seattle Fishery Market News Office. This was almost a million cases, or 66 percent, more than the pack for the corresponding period last year. It also compares favorably with the 5-year average, exceeding it by a little over 1 percent. The packs of kings, reds, and pinks were substantially higher than those of last year. The canned red salmon pack showed the greatest gain, being almost twice the pack for the corresponding period last year.

Compared with the 5-year average, both kings and reds showed sizable increases, but the packs of the three other varieties were still running far behind.

Alaska Salmon Pack to and including July 26, 1947

District	King	Red	Pink	Chum	Coho	Total
Western	13,773	1,350,395	1	40,060	283	1,404,512
Central	35,018	418,376	381,850	89,344	32,138	956,726
Southeastern	3,456	15,539	9,619	10,804	3,883	43,301
Total 1947, July 26	52,247	1,784,310	391,470	140,208	36,304	2,404,539
All districts--						
1946, July 27	29,967	942,221	225,092	208,199	46,479	1,451,958
1945, July 28	35,747	1,067,010	728,630	391,732	46,975	2,270,094
5-year average, July 28	39,121	1,418,268	525,053	344,219	45,781	2,372,443
Total pack, 1946	31,874	1,040,747	2,041,636	581,763	184,088	3,880,108
" " , 1945	42,514	1,177,523	2,239,643	689,001	201,790	4,350,471
5-year average	42,219	1,339,307	2,305,352	819,212	219,465	4,725,555



Tuna and Mackerel

TUNA AND MACKEREL PACK: During July, 838,618 standard cases of tuna were packed by California canners, according to the California Division of Fish and Game. This was a gain of 131,000 cases over the pack for July 1946, and increased

California Pack of Tuna and Mackerel--Standard Cases*

Item	July	June	July	Seven mos. ending with July--	
	1947	1947	1946	1947	1946
	Cases	Cases	Cases	Cases	Cases
Tuna:					
Albacore	53,800	6,607	174,401	60,718	182,587
Bluefin	35,193	2,612	76,458	88,112	236,658
Bonito	151,938	16,544	210	181,283	5,249
Striped	107,127	79,575	74,197	369,443	242,801
Yellowfin	363,975	380,976	213,275	1,766,937	1,410,100
Yellowtail	16,655	7,942	2,893	35,082	27,430
Flakes	108,520	104,588	165,940	492,157	552,025
Tonno style	1,410	2,927	-	13,011	-
Total	838,618	601,771	707,374	3,006,743	2,656,850
Mackerel	9,175	1,398	-	226,108	54,909

*Standard cases of tuna represent cases of 48 7-ounce cans, while those of mackerel represent cases of 48 1-pound cans.

the pack for the first 7 months of 1947 to over 350,000 cases more than the pack for the same period last year. The pack of yellowfin, although less than that of June was far ahead of the July 1946 pack. The most notable increases, however, were made in the packs of albacore, bluefin, and bonito.

The pack of mackerel, for the second straight month, showed a substantial gain--9,175 cases being packed during July as compared with 1,398 cases in June. There were none reported as being packed during July 1946. As a result, the 7 months' total for 1947 is more than four times the 7 months' pack of 1946.



LABELING OF FISHERY PRODUCTS

During the course of an appearance before the National Resources Economic Subcommittee of the Senate Committee on Public Lands, on July 2, 1947, Mr. L. D. Elliott, Assistant Commissioner of Food and Drugs, Food and Drug Administration, had the following to say about names for fishery products offered for sale:

"A problem having to do with nomenclature sometimes looms up in connection with the development of a new fishery or with attempts to find new outlets for the product of an established fishery. There is nothing so confusing as the popular nomenclature used in connection with various fishes. The Food, Drug, and Cosmetic Act requires that a food be labeled with its common or usual name, if any there be. It is reasonable to require that the name under which a fish is offered for sale should be that which is customary, prevailing, universal, familiar, and popular in the sense that it is widely used and hence to be accepted as the common or usual name. Most fish available in commercial quantities have some sort of name long applied to identify them. Efforts to re-name them are sometimes directed towards the substitution of an attractive name for one which is felt to be unattractive. In other cases a proposal to coin a new name is in connection with efforts to reintroduce a fish to which the public has an aversion under a new, unfamiliar name which conceals its identity and misleads the consumer. In dealing with inquiries from the trade as to whether some new name of this kind is acceptable, this Administration is necessarily bound by the mandate laid down by the Supreme Court in a food and drug case some years ago, in which the Court held:

"**** It is not difficult to choose statements, designs, and devices which will not deceive. Those which are ambiguous and liable to mislead should be read favorably to the accomplishment of the purpose of the act. *** It was enacted to enable purchasers to buy food for what it really is. ****"