

Consumer educated in nutrition value

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The education of the Canadian consumer with regard to the proper handling, storage, cooking and nutritive value of fish and fishery products is carried out in a number of fields by federal and provincial agencies, the fishing industry, and by others, who have either a commercial or public service interest.

The federal government's first move into fisheries consumer education was in 1912 with a consumer display at the Canadian National Exhibition in Toronto, and since that time it has been expanding its activities in this field through the federal department of fisheries. From one lecture-demonstrator based in Ottawa in 1930, the department now has a modern test kitchen in Ottawa, 10 experienced home economists and regional kitchens in Vancouver, Edmonton, Winnipeg, Toronto, Montreal and Halifax. From these regional offices, a more direct and immediate contact is maintained with radio and television stations, newspapers, educational and consumer groups and institutions, and the fishing industry.

PROMOTE PRODUCTS

The home economists promote the use of fishery products through demonstrations and lectures on methods of buying and preparing fish so that properly cooked fish dishes will enjoy their rightful place on menus. Emphasis is placed on the use of fish in hospitals, schools, hotels, restaurants and other establishments catering to the public, as well as in family feeding.

The main test kitchen in Ottawa develops new recipes, tests known recipes for acceptability, and experiments with various methods of cooking fish. Small quantity recipes are prepared in four to six servings and are used by the regional home economists at demonstrations. They are also used in consumer releases to newspapers, radio and television stations, as well as in cookbooks produced by the department.

The consumer releases to newspapers and magazines consist of sets of tested recipes, plus timely hints to the homemaker on the purchasing and handling of fish. These are distributed regularly to 67 daily newspapers and 134 weekly newspapers. Glossy prints and mats of fish dishes are supplied to editors who wish to illustrate the fishery consumer articles in their publications.

During 1962, the department's consumer releases obtained 27,000 column inches of space, which is well over 1,000 columns of space during the year and equivalent to about 10 columns of space in every daily newspaper in Canada. This coverage was concentrated on the food pages of the daily and weekly press and in magazines.

COUNCIL'S MEMBERS

These are the member associations of the Fisheries Council of Canada:

- Atlantic Fisheries By-Products Association, Halifax, N.S.
- Canadian Distributors Association of Ontario, Toronto, Ont.
- Fisheries Association of B.C., Vancouver, B.C.
- Frozen Trades Fish Association Limited, St. John's, Nfld.
- Montreal Fish Merchants Association, Montreal, P.Q.
- New Brunswick Fish Packers Association, Moncton, N.B.
- Newfoundland Fish Trades Association, St. John's, Nfld.
- Nova Scotia Fish Packers Association, Halifax, N.S.
- Ontario Fish Processors' Association, Toronto, Ont.
- Prairie Fisheries Association, Winnipeg, Man.
- P.E.I. Fisheries Federation, Charlottetown, P.E.I.
- Prince Rupert Fishermen's Co-operative Association, Prince Rupert, B.C.
- Prince Rupert Wholesale Fish Dealers Association, Prince Rupert, B.C.
- Quebec Fish Producers Association, Quebec City, P.Q.
- Quebec United Fishermen, Montreal, P.Q.

education activities in publications, the department also produces a regular release for radio and television stations. This consists of sets of short items on the purchasing and preparation of fish and is supplied to 100 radio and 16 television stations. To mark special occasions such as "Fish 'n' Seafood Week" and Lent, a slide sequence with suitable commentary is also sent to television stations. In October 1963 slide sequences were sent to 58 English and 14 French television stations, which had indicated they would use them as a public service feature.

Large quantity recipes are also developed by the department's consumer branch for 24, 50 and 100 servings. These are distributed at the Canadian Restaurant Association Convention, sent to dietitians at DVA Hospitals and to others concerned with group feeding, and through the department of national health and welfare to many small hospitals and institutions throughout the country.

Over the past number of years several filmstrips on cooking, buying and serving fish, and fishery products have been made. Some of the titles are: Let's serve shellfish, let's serve canned salmon, let's serve freshwater fish, how to buy fish, and the way to cook fish. This audiovisual material is used by the department's home economists during demonstrations and lectures given to a wide variety of groups including hospital cooks



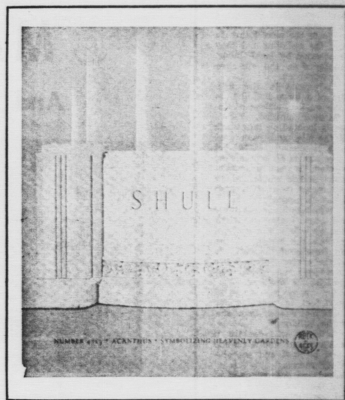
ATTENDING LOBSTER CANNERY COURSE

Among those attending the course in lobster cannery sponsored last year by the federal department of fisheries were, left to right, J. V. Gallant, North Rustico; W. A. Murphy officer in charge of the fisheries inspection laboratory in Charlottetown and Ernest Beck, Murray Harbor.

and home economics teachers. Many of these filmstrips have been purchased by schools for use in home economics classes, while some have also been used on television.

We All Want to be Remembered ...

Our final tribute should be our best - a memorial to our loved ones erected in a cemetery in the community where they have lived their lives is a fitting symbol of our devotion and respect.



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