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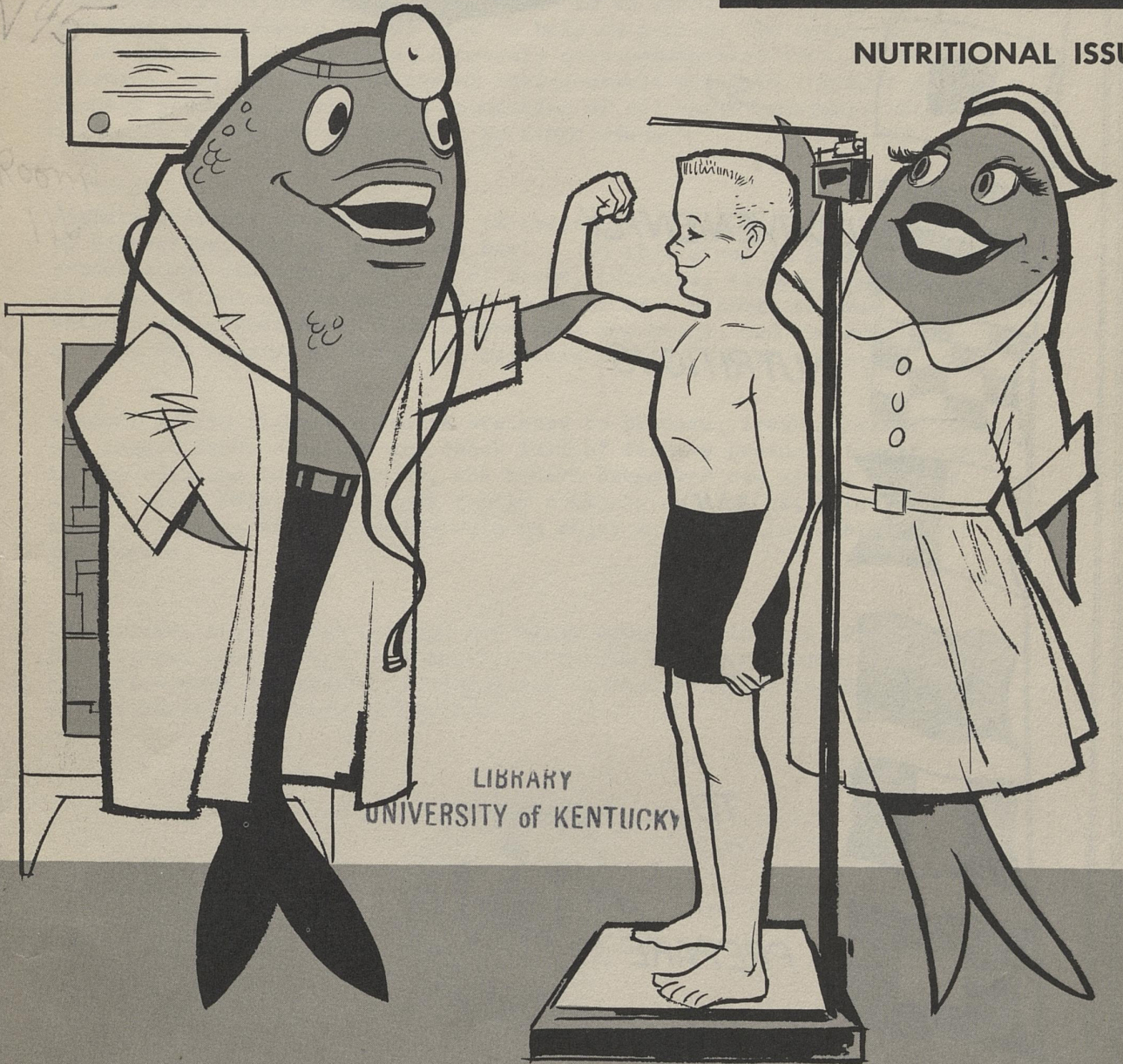


FISHERIES MARKETING BULLETIN

SPECIAL

BUREAU OF COMMERCIAL FISHERIES • U.S. DEPARTMENT OF THE INTERIOR

NUTRITIONAL ISSUE



ISSUED BY THE BUREAU OF COMMERCIAL FISHERIES, U. S. FISH AND WILDLIFE SERVICE,
AS A PART OF ITS CONTINUING CONSUMER EDUCATION PROGRAM
IN COOPERATION WITH THE FISHING INDUSTRY

FISH & SHELLFISH



SO

CONVENIENTLY

NUTRITIOUS

AND

EASY

TO

PREPARE

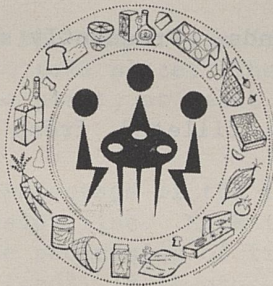
From September 12 through 24, daily newspapers once again will sponsor a coast-to-coast "Better Meals Build Better Families" campaign. This promotion is planned as an extra service to one of newspapers' best customers -- the food industry. During this two week period most daily newspapers will be promoting the "Better Meals Build Better Families" theme in their communities.

"Better Meals Build Better Families" lends itself particularly well to promotion of fishery products. Fishery products in their nutritive excellence particularly lend themselves to an excellent balance of the nutrient requirements of the diet -- help to provide the requirements of essential animal protein, necessary poly-unsaturated fats, essential vitamins, and the whole galaxy of indispensable minerals. Almost all fishery products provide good quantities of all these nutrients often difficult to include in the diet by other means.

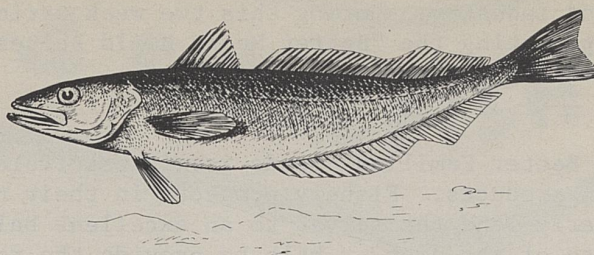
Fishery products lend themselves in their myriad forms to the preparation of attractive, varied, appealing meals. In this group of protein-rich products you can find a variety of forms, textures, tastes, and colors, all adapted for use in such varied forms as main dishes, entrees, soups, salads, and appetizers. Fickle appetites are happy, and the nutrients go into the family, to build and maintain strong, robust bodies.

Today's modern fishery products are easy to prepare, fresh, frozen, cured, and canned foods counters are chock full of fishery products almost ready to pop onto the table. Today, the modern homemaker can almost without effort place before her hungry family a highly nutritious, attractive meal -- leaving her rested and able to enjoy a happy life together with her family.

The kitchen-tested fish recipes and menus appearing in this "Special Nutritional Issue" have been developed by the Bureau of Commercial Fisheries Home Economists to assist you in menu planning to "Build Better Families Through Better Meals".



HERE ARE A FEW MORE FISH BIOGRAPHIES TO ADD TO YOUR FISH FACT FILE



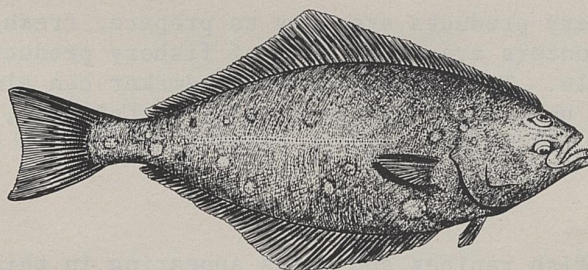
WHITING

OTHER NAMES INCLUDE: Silver hake.

CHARACTERISTICS: Lean, white and soft meated, mild sweet flavor.
Distinguished by dark gray skin with silvery underpart.

MARKET SIZE: About $\frac{1}{2}$ to 3 pounds.

MARKET FORM: Whole, drawn, dressed, pan dressed, fillets, sticks,
fresh or frozen, and smoked.



HALIBUT

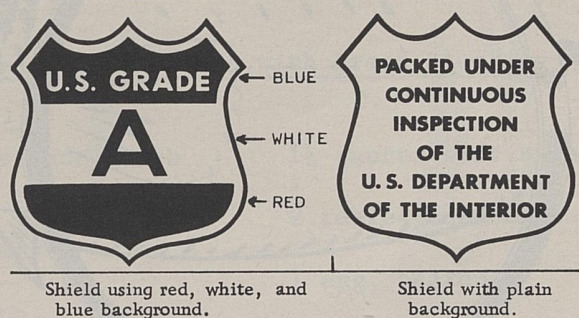
OTHER NAMES INCLUDE: Pacific halibut, Eastern halibut.

CHARACTERISTICS: Lean, white, firm, and flaky. Rich flavor.

MARKET SIZE: From 5 to 80 pounds. Frequently some larger and a few up
to 400 pounds.

MARKET FORM: Dressed, steaked, filleted, fresh or frozen. Some smoked,
and canned.

The United States Department of Interior, Bureau of Commercial Fisheries has established a voluntary inspection service for grading and certifying many fishery products as to quality and condition. This inspection force operates on a voluntary basis and is entirely supported by those firms utilizing the service. The fishery products certified by this service can be easily recognized by the public through the "U.S. Grade A" or "Packed Under Continuous Inspection of the U.S. Department of the Interior" statements and the Federal shields appearing on the labels. These shields are placed only on fishery products which meet exacting standards of quality and workmanship. The Bureau is proud of the high quality standards adopted by the fishing industry and feels certain that you and your readers might be interested in how a product is finally chosen to merit a "Grade A".



Quality controls for fishery products must begin at sea. When the fish and shellfish are caught, they are immediately sorted, washed, and placed carefully in holds without delay and are covered with generous layers of ice. The fisherman utilizes all the know-how that has been developed through the years to maintain the high quality of this delicacy. Trained technicians have accompanied vessels to sea to show fishermen the most modern methods of handling the fish under commercial conditions.

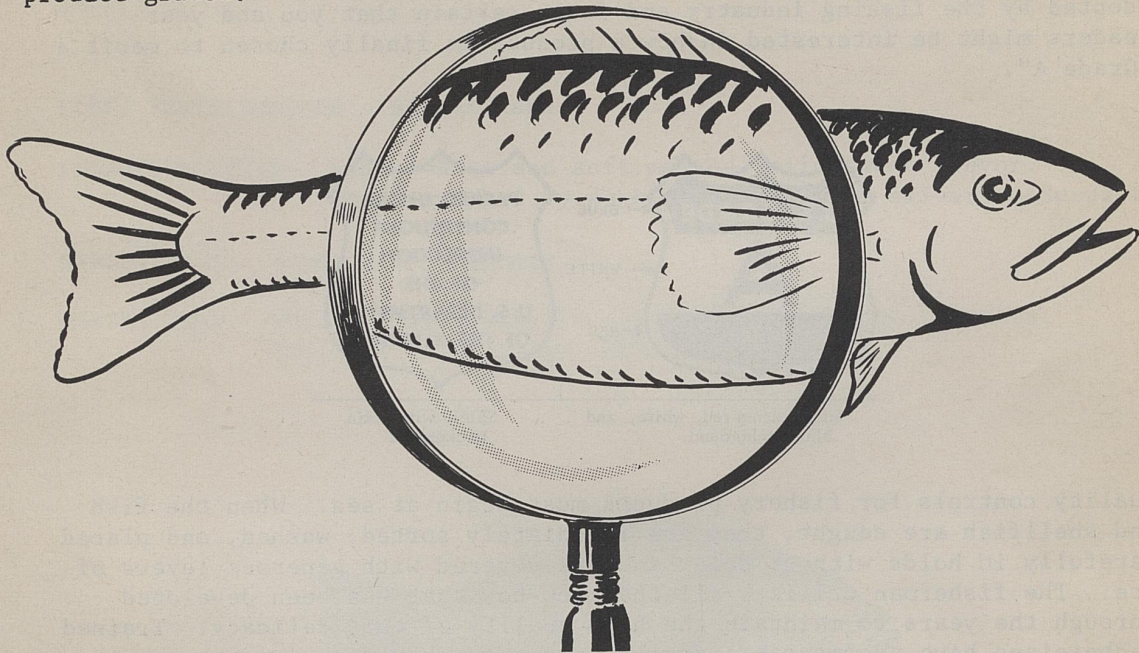
The first stage of inspection of a fishery product involves the testing of the raw materials. The best place is at the point of entry into the processing plant. It is at this point that the federal inspector accepts or rejects the incoming fish. Many processors now include in their buying specifications the stipulation that purchases must pass this initial rigid inspection.

The second major phase of the inspection involves conditions in the plant where the processing is to take place. The inspector makes a periodic sanitary inspection of the plant, at least several times throughout the day.

The third and most important stage of the inspection service involves supervision of the processing line. Each inspector has a check list of the critical points in the processing of fishery products in his assigned plant. Is the fish well iced? Is it processed rapidly? Is it thoroughly

cleaned? Is the product wash-water potable? Does it meet the requirements of the local public health people? If the fish or shellfish is to be breaded, is the batter freshly prepared, and is it refrigerated?

Is the breading kept dry and uncontaminated? Throughout the operation, is personal hygiene on the part of the hand-packers closely supervised? Is there any delay between the packing and the freezing? Is the rate of freezing rapid enough? and when in storage, are the storage conditions adequate? Only after the inspector finds the proper conditions is the product graded.



A high quality product merits recognition, and this is achieved through the use of the Federal Shield. To the public these shields inspire trust and confidence. Their appearance on a package assures the consumer that the product was prepared under continuous inspection by trained Federal inspectors, according to standardized operations, from wholesome materials and that it will evidence good flavor and workmanship. Nonstandardized products, those products for which standards have not yet been established, may also be purchased with confidence. Every label bearing the Federal shield and the inscription, "Packed Under Continuous Inspection of the U.S. Department of the Interior" certifies that the product was prepared according to approved specifications, from wholesome raw materials, and under continuous inspection by a trained government inspector.

The Bureau also offers a lot inspection service which has been utilized extensively by the State Purchasing Division, steamship lines, institutions, and supermarkets. Finished fishery products inspected under this system do not carry the U.S.D.I. shield. In 1959 approximately 16 million pounds of fish and shellfish products were inspected and certified by this method.

For further information regarding the inspection and grading of fishery products write, U.S. Department of the Interior, Bureau of Commercial Fisheries, Washington 25, D.C.

A Friday Night Supper

Frosted Fruit Juice

Baked Fish Portions with Bread Stuffing

Green Beans with Mushrooms Sliced Cucumbers and Tomatoes

Parkerhouse Rolls Butter

Pumpkin Chiffon Pie

Coffee Tea Milk

Baked Fish Portions with Bread Stuffing

2 pounds frozen, unbreaded fish portions	1½ quarts soft bread cubes
1½ cups chopped celery	2 tablespoons milk
1/3 cup chopped onion	1 egg, beaten
¼ cup butter or other fat, melted	2 tablespoons butter or other fat, melted
½ teaspoon salt	½ teaspoon paprika
½ teaspoon poultry seasoning	½ teaspoon salt

Thaw frozen portions. Cook celery and onion in butter until tender.

Add the cooked vegetables and seasonings to the bread cubes. Mix

thoroughly. Combine milk and egg. Pour over bread cubes and mix well.

Spread stuffing in a well-greased baking pan, 12 x 8 x 2 inches. Place

fish in a single layer on stuffing. Combine butter, paprika, and salt.

Pour over fish. Bake in a moderate oven, 350°F., for 30 minutes or

until fish flakes easily when tested with a fork. Serves 6.

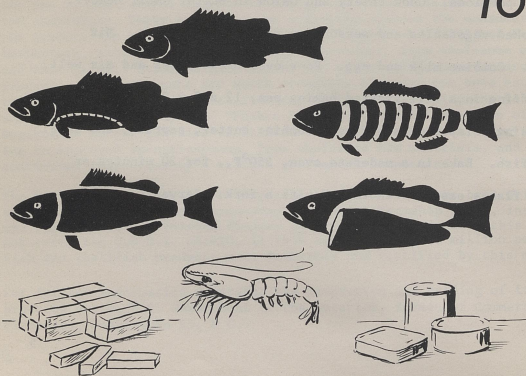
SALADS · SMOKED · FRIED
 BAKED · BOILED · SANDWICHES
 CANAPES · SOUPS · CHOWDERS
 COCKTAILS



F I S H

IN ITS VARIOUS MARKET FORMS
 TO YOUR

IS A WHOLESOME ADDITION
 MENU



WHOLE · ROUND · STEAKS
 DRESSED · FILLETS · SMOKED
 CANNED · CURED

Dinner for the Boss

Spiced Cider

Batter-Fried Halibut

Scalloped Potatoes Buttered Carrots

Lettuce Wedges with Russian Dressing

Rice Muffins Butter

Lime Meringue Pie

Coffee Tea Milk

Batter-Fried Halibut

2 pounds halibut steaks or other fish steaks, fresh or frozen	1 teaspoon marjoram
1 teaspoon salt	$\frac{1}{2}$ teaspoon salt
1 cup sifted flour	$\frac{1}{4}$ teaspoon pepper
1 teaspoon baking powder	$\frac{3}{4}$ cup milk
	1 egg, beaten

Thaw frozen steaks. Remove skin and bones from steaks; cut into $1\frac{1}{2}$ -inch cubes. Sprinkle with salt. Sift together flour, baking powder, marjoram, salt, and pepper. Combine milk and egg; blend into flour mixture. Dip cubes of fish in the batter. Fry in a basket in deep fat, 375°F. , for 2 minutes or until golden brown. Drain on absorbent paper. Serves 6.

After the Game Dinner

French Onion Soup

Broiled Haddock Fillets with Almonds

Parsley Potatoes Fried Tomatoes

Chef's Salad

Hot Biscuits Butter

Sliced Peaches Macaroons

Coffee Tea Milk

Broiled Haddock Fillets with Almonds

2 pounds haddock fillets or other fish fillets, fresh or frozen	1 teaspoon paprika
$\frac{1}{2}$ cup butter or other fat, melted	$\frac{1}{4}$ teaspoon celery salt
2 tablespoons lemon juice	$\frac{1}{2}$ cup blanched, slivered almonds
1 teaspoon salt	2 tablespoons butter or other fat, melted

Thaw frozen fillets. Cut into serving-size portions. Combine butter, lemon juice, salt, paprika, and celery salt. Place fish on a greased broiler pan about 3 inches from source of heat, flesh side up. Brush with sauce. Broil for 8 to 10 minutes or until fish flakes easily when tested with a fork. Baste once during broiling with remaining sauce. While fish is broiling, cook almonds in butter until lightly browned. Serve over fish. Serves 6.

Entertaining the Girls

Melon Balls

Salmon Tetrizzini

Herb Seasoned Brussels Sprouts Garden Salad Bowl

Corn Sticks Butter

Baked Apple Tapioca

Coffee Tea Milk

Salmon Tetrizzini

1 pound can salmon	1 tablespoon sherry
2 tablespoons butter or other fat	2 cups cooked spaghetti
2 tablespoons flour	1 can (4 ounces) sliced mushrooms, drained
$\frac{1}{2}$ teaspoon salt	2 tablespoons grated Parmesan cheese
Dash pepper	2 tablespoons dry bread crumbs
Dash nutmeg	Watercress
2 cups salmon liquid and milk	

Drain salmon, reserving liquid. Break salmon in large pieces. Melt butter; blend in flour and seasonings. Add salmon liquid gradually and cook until thick and smooth, stirring constantly. Add sherry. Mix half of the sauce with the spaghetti and mushrooms. Place in a well-greased, 2-quart casserole. Mix remaining sauce with salmon. Place in center of spaghetti. Combine cheese and crumbs; sprinkle over top of salmon mixture. Bake in a moderate oven, 350°F., for 25 to 30 minutes. Garnish with watercress. Serves 6.

New Orleans Style Dinner

Fresh Fruit Appetizer

Shrimp Rockefeller

Buttered Rice Stewed Tomatoes and Okra

Cole Slaw

Crusty Dinner Rolls Butter

Swiss Chocolate Cake

Coffee Tea Milk

Shrimp Rockefeller

1 pound cooked, peeled, cleaned shrimp, fresh or frozen	$\frac{1}{2}$ cup chopped green onions and tops
2 packages (12 ounces each) frozen, chopped spinach	$\frac{1}{2}$ cup chopped parsley
$\frac{1}{2}$ cup butter or other fat	2 cloves garlic, finely chopped
2 teaspoons anchovy paste	3 slices white bread, crusts removed
$1\frac{1}{2}$ teaspoons Worcestershire Sauce	$\frac{3}{4}$ cup water
1 teaspoon celery salt	2 tablespoons butter or other fat, melted
$\frac{1}{2}$ teaspoon salt	$\frac{1}{2}$ cup dry bread crumbs
$\frac{1}{4}$ teaspoon tabasco	$\frac{1}{4}$ cup grated Parmesan cheese
1 cup chopped lettuce	

Thaw frozen shrimp. Thaw spinach and drain. Melt butter and blend in seasonings. Add vegetables and simmer for 10 minutes or until tender.

Moisten bread with water; add vegetables and mix well. Place shrimp in 6 well-greased, individual shells or 10-ounce casseroles, reserving 6 shrimp for top. Cover with vegetable mixture. Combine butter and crumbs.

Sprinkle buttered crumbs and cheese over top of each shell. Place a shrimp on top. Bake in a hot oven, 400°F., for 15 minutes or until brown.

Serves 6.

A Fall Dinner

Jellied Consomme

Scallop Stuffed Acorn Squash

Broccoli Spears Fruit Salad

Italian Bread Butter

Napolitaine Ice Cream

Coffee Tea Milk

Scallop Stuffed Acorn Squash

1 pound scallops, fresh or frozen	1 can (4 ounces) chopped mushrooms
3 medium acorn squash	2 tablespoons butter or other fat, melted
2 tablespoons butter or other fat, melted	2 tablespoons flour
$\frac{1}{2}$ teaspoon salt	$\frac{1}{2}$ teaspoon salt
Dash pepper	$\frac{1}{2}$ cup milk
$\frac{1}{2}$ cup water	1 tablespoon butter or margarine, melted
2 tablespoons grated onion	$\frac{1}{2}$ cup dry bread crumbs
1 tablespoon horse-radish	

Thaw frozen scallops. Remove any shell particles and wash. Chop scallops. Cut squash into halves lengthwise and remove seeds. Brush centers with butter and sprinkle with salt and pepper. Place in a 3-quart casserole containing water. Cover and bake in a moderate oven, 350° F., for 1 hour or until tender. Cook onion, horse-radish, mushrooms, and scallops in butter for 3 to 4 minutes, stirring occasionally. Blend in flour and salt. Add milk gradually and cook until thick, stirring constantly. Fill squash. Combine butter and crumbs; sprinkle over scallop mixture. Return to oven and bake, uncovered, for 20 to 25 minutes or until brown.

Serves 6.

A Fall Luncheon

Potato Leek Soup

Tuna Slaw

Sesame Crackers Butter

Cherry Upside-Down Cake

Coffee Tea Milk

Tuna Slaw

2 cans (6½ or 7 ounces each) tuna	½ teaspoon salt
2 cups shredded cabbage	Dash pepper
¼ cup chopped green pepper	½ cup mayonnaise or salad dressing
2 tablespoons grated onion	

Drain tuna. Break into large pieces. Combine all ingredients.

Serves 6.





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