

FISH SUPPLY FOR WEST.

Arrangements Made to Provide a Low-priced Substitute for Meat.

Arrangements have been completed by the Canada Food Board for the delivery, through the usual channels of trade, of fresh-frozen Pacific fish to consumers in British Columbia, Alberta, Saskatchewan, and Manitoba at a price about ten cents per pound. These fish include flounders, brills, soles and other varieties of flat fish, highly prized as food in England and elsewhere near waters in which they are found. Certain varieties of Pacific codfish will also be made available at reasonable prices. A steam trawler is being fitted out in Prince Rupert to engage in the catching of these Pacific fish and shipments will be commenced at an early date from Prince Rupert and Vancouver. These fish will be the cheapest sea food procurable in Western Canada and also the cheapest and best substitutes for beef and pork.

Fish from the Pacific at ten cents per pound will put the western consumer on the same footing as the consumer in the East, where supplies of fresh-frozen fish at this price have been available at the principal centres.

Cash and Carry System Favoured.

In order to reduce the cost of fish to the consumer to the lowest possible amount, the Fish Committee is asking retail stores to put their fish business on a Cash and Carry basis. The Pegnem Fish Company, Montreal, is now operating on the Cash and Carry principle.

Retail Price of Fish Kept Down.

While the cost of fishing operations has increased by more than 100 per cent, according to figures compiled by the Fish Committee, and the price paid to the fishermen has also been increased in proportion, the retail price of most kinds of Atlantic fish is not more than 30 or 40 per cent higher than before the war. Cod is sold to-day at practically the pre-war price and its use should be encouraged, especially as enormous supplies are available. The activities of the Fish Committee have been responsible for keeping the price of fish to the lowest level that was practicable. Western lake fish are cheaper to-day than they have been for years, this being the result of the regulation of prices to fishermen and wholesalers. As a result of such regulation and the high prices of salmon and halibut, the consumption in Canada of Western lake fish has been almost trebled. Formerly 80 per cent of these fish were marketed in the United States.

As a Substitute for Halibut.

As a substitute for halibut the Fish Committee is advocating the use of cod. This fish can be cut in steaks similar to those of halibut and when properly cooked it is difficult to distinguish it from halibut. In some restaurants in the United States steak-cod is served as halibut.

Use of Seal Meat and Herrings.

Members of the Fish Committee had an interview recently with Dr. Wilfred T. Grenfell, C.M.G., the famous Labrador missionary, regarding the use of seal meat and the herrings which abound in the waters surrounding the Labrador and Newfoundland coast. Dr. Grenfell's suggestions are receiving careful consideration.

Supplies for Fishing Industry.

As a result of representations made by the Canada Food Board, the British Ministry of Food has arranged for allocation of shipping for 5,000 tons of salt from Spain, for use in the Atlantic fisheries of Canada. This supply will be delivered in March. The Ministry of Food is also endeavouring to arrange for supplies of salmon twine for the Canadian fisheries.

Representative in Quebec City.

Col. O. E. Talbot, ex-M.P. for Bellechasse, has been asked to represent the Fish Committee in the city of Quebec, with a view to increasing the present low consumption of fish in that city and to remedying conditions there which are militating against the substitution of fish for meat on as extensive a scale as is desirable.

PEOPLE EATING MORE FISH.

A fish company doing an extensive business on the British Columbian coast, in a recent letter to the Canada Food Board, says:—

"There is not a doubt that fish is being substituted for pork and beef throughout the provinces of Canada. This has been done to a very large extent during the past six months. Our records show that we are receiving orders from most of our regular customers several times per week for some varieties of fish, whereas, in previous years, it was a rare thing to receive more than one order for fish per week from any of our customers."

"All less essential considerations must make way for the needs of famine-threatened Britain and her Allies."—The Toronto Globe.