

Another Ontario Company reports that its sales of fresh and frozen fish during the last three months of 1917 amounted to 1,020,882 pounds as compared to 786,433 pounds for the last three months of 1916. Meanwhile its sales of salt and smoked fish increased from 149,281 pounds to 186,263 pounds.

One producing fish company operating on the Atlantic coast reports that the weekly shipments from one of its nine branches are now approximately 85,000 pounds. By far the larger part of these shipments consists of cod and haddock, the consumption of which has been greatly stimulated by the work of the fish committee. The company in question has branches at different points in Nova Scotia, New Brunswick and Quebec, and the aggregate weekly shipments are very large.

MORE FISH FOR THE WEST.

Mr. G. Frank Beer, of the Food Controller's Office, Chairman of the Fish Committee, has returned from the West where he was making arrangements, in conjunction with Mr. J. D. McGregor, Western Representative of the Food Controller, for extensive fish distribution at reasonable prices.

The western fisheries are now under the supervision of Mr. McGregor. Arrangements have been made by which co-operative farmers' associations will be supplied with carloads of fish at one cent advance per pound over the price paid to fishermen plus the cost of boxes and transportation. This means that an abundance of fish will be available for these associations at from 30 to 80 per cent lower cost than formerly. It is expected that a hundred carloads of fish will be ordered immediately under this arrangement and all dealers have been notified that Canadian requirements must receive first consideration.

One Winnipeg fish company has agreed to supply any quantity of fish to consumers in the country at the following prices, f.o.b. (no charge for boxes): Whitefish, 12½ cents; trout, 12½ cents; pickerel, 12½ cents; jackfish, 9 cents; tulibeas, 9 cents.

This will enable farmers to buy their supply of fish in Winnipeg at a much lower figure than the former ruling price.

The Fish Committee will provide for the entire needs of the Canadian fishermen as regards salt.

No further licenses will be issued to itinerant fish dealers until further notice. This order was made necessary by continued violations of the Food Controller's regulations.

ASK FOR FROZEN FISH.

Prejudice Against it is Due to Improper handling in homes.

The Food Controller, through the Fish Committee of his Office, is endeavouring to encourage increased use in Canada of frozen fish. This effort is part of the larger campaign to increase consumption of all kinds of fish in order to release beef, bacon and other meats for export to the Allies.

An increased demand for frozen fish should result in the decrease in market price as an abundant supply available. Many people have a prejudice against frozen fish simply because they do not understand the proper method of handling it. Whatever may have been the practice in the past, the present method of freezing fish shortly after they are caught prevents deterioration and the fish is delivered to the consumer in ideal condition.

To prepare frozen fish for cooking it should be put in cold water and left there for several hours in order that frost may be entirely thawed from it. It will then be in practically the same condition as before it was frozen. Many people make the mistake of pouring hot, or even boiling water, on frozen fish in order to thaw it. This has the result of breaking down the tissues and leaving the fish in a flabby condition which makes it undesirable for cooking.

Mr. H. B. Short, Manager of the Digby Branch of the Maritime Fish Corporation, has been visiting the Office of the Food Controller and conferring with the members of the Fish Committee. He tells something of the activities of the fishermen in Lunenburg County, Nova Scotia, and states that he would like to see them pursuing their industry during the winter months next year. At present 75 ships with something like 1,500 men are idle in Lunenburg County. This represents an enormous wastage of fish which might readily be sold in a frozen condition all over the country. According to his estimate the use of a carload of frozen fish releases six tons of meat for the men overseas. The educational campaign is being vigorously pursued in the Maritime Provinces and the use of frozen fish is advocated. According to Mr. Short the fishing industry suffered greatly last winter because of the shortage of salt. Only about a quarter of the total catch in Nova Scotia is marketed in its fresh state. The Food Controller is trying to make arrangements, through the Shipping Board, for adequate shipments of salt this year from Italy, Spain and Portugal. A coarser variety is brought from the West Indies but most dealers prefer the Mediterranean product.