

"POUND OF FISH A WEEK."

Such is Per Capita Average Aimed at by Canada Food Board—Prices Lower Here.

"Eat a pound of fish a week." Such is the latest slogan of the Fish Section of the Canada Food Board, as part of the campaign to save beef and pork for export. In order that the average consumption may be one pound per person per week, it will be necessary that many people should exceed this average, in order to make up for those who cannot do so. In the past, the retail fish trade in Canada has been very largely a one-day-a-week business. Moreover, the trade was irregular in that there would be heavy sales one week and few the next week, resulting in loss and waste. As the product when "fresh frozen" must be kept frozen in transport and, when fresh, must be kept iced, transportation is an important factor. As it is more economical to ship by the carload than in small lots, the expense of intermediate distribution has resulted in fish often costing more at points within a few miles of the coast than at larger centres many miles inland.

Consumption Higher in Britain.

It is the purpose of the Canada Food Board to encourage the fish industry through the regular channels of trade. To help in the campaign for increased use of fish in Canada, the consumer is asked to co-operate with his or her dealer by placing orders in advance, thus enabling the dealer to secure sufficient to meet all demands without fear of loss.

Canadian fish production for the 1915-16 season was enough to provide 112½ pounds per person of which 83½ pounds was exported, 29 pounds being consumed at home. At the same time the people of Great Britain were consuming 59 pounds of fish per head per year, so that it is not unreasonable to ask Canadians to eat 52 pounds each during the coming year.

Catching Pacific Flat Fish.

Information has been received from Prince Rupert that the trawler "James Crothers" has made her first voyage under the Canada Food Board regulations by which fresh frozen Pacific flat fish are to be marketed to the Western Provinces at a price of about 10 cents per pound. The trawler sailed from Prince Rupert on February 27 and was expected to return this week.

Prices Much Lower Here.

Few people in this country realize the importance of the almost unlimited fish

supply available for their use. Moreover, prices of fish are lower in Canada to-day than in the United States and very much lower than in Great Britain. In the United Kingdom, Baron Rhondda has found it necessary to set the following maximum retail prices:—

	Per Pound.
Brill..	0 60 Cents.
Cod (whole)..	0 30 "
Dogfish..	0 24 "
Flounders..	0 30 "
Haddock..	0 30 "
Halibut..	0 60 "
Herring (fresh)..	0 16 "
Mackerel..	0 16 "
Plaice..	0 44 "
Salmon..	0 72 "
Skate..	0 32 "
Soles and Slips..	0 84 "
Soles (Lemon)..	0 48 "
Witches..	0 48 "

These prices only obtain when the purchaser buys a whole fish. The cost of cuts is considerably higher. Prices in Canada are much lower in every case.

ANOTHER SAVING IN FOOD.

Halibut Heads Made Available under New Arrangement.

Arrangements have been made by the Fish Section of the Canada Food Board with the Department of Marine and Fisheries so that halibut heads are now classed with food fish other than halibut and salmon, and two-thirds of the transportation charges to points in Western Canada will be borne by the Federal Government.

Halibut cheeks are a tidbit when fried in egg and cracker crumbs and the arrangement which has just been made should stop the waste of this food and encourage consumption in the western provinces.

RECORD FISH CONSUMPTION.

People of Liverpool, N.S., Average Two and a Half Pounds Each per Week.

The Fish Section of the Canada Food Board has been obtaining information from all parts of Canada relative to the consumption of fish. Mr. S. M. Bartling, Town Clerk and Treasurer, Liverpool, N.S., reports that the people of that town are consuming fish at the rate of 2½ pounds per week, which appears to be a record for the Dominion.