

alert food editor often writes a national publicity agency handling a fisheries account with questions. But you know best if crabmeat or snapper will be in her home city markets next week.

And a word about getting your seafood market's name or a brand name in her columns: Don't expect it. Most reputable newspapers and magazines strictly forbid use of commercial or trade names in editorial columns. Name identification is bought and paid for in advertising columns. But when you cooperate in giving a food editor information you create an interest in fish and seafood. If you market the high quality seafood women want you will be rewarded.

A man in our office says to me jokingly many Thursdays, our big food page day, "Well, Jeanne, I see you are peddling shrimp (or whatever it is) today." A food editor doesn't consider she is peddling anything. Her prime interest is to serve the reading public. But her reading public also is a food buying public.

As a group, and individually, you can assist a food editor with recipes, pictures and facts. These are her tools in producing attractive, interesting food pages. You may call it promotion. The food editor calls it assistance. But if it is assistance it is the kind of promotion food editors like.

DISCUSSION

Fish Merchandising Session

Discussion Leader: MURRAY WHEELER

Discussion Panel: SARAH ALBERSON, CHARLES E. JACKSON, JOHN MEHOS,
ROBERT M. INGLE

Selling Fish With "Point-of-Purchase" Advertising

O. H. STARK

- Q. Jackson: What suggestion can you make for increasing sales of fish from the frozen food cabinet?
- A. Stark: One approach is to sell a related item along with the fish and to suggest a recipe to combine the fish and that item. I would like to emphasize the importance of asking for opinions from buyers concerning your product. Pre-testing of new products is necessary. Also, get to the man who is in charge of a particular department in the store and find out what his likes and dislikes are. He can do more to push your goods than the store manager can.
- Q. Mehos: What is the cost of point of sale advertising in relation to return, compared with other media?
- A. Stark: Point of sale advertising is less expensive than any other type of advertising medium.

What Surveys can do for Fish Merchandising

W. R. SIMMONS

- Q. Jackson: How do we go about finding out what is our best approach to selling more seafood?
- A. Simmons: There are the tools of research which allow you to discover what consumers want. Almost any industry that I know of has a well planned marketing research program. There are so many weird things that happen in every market that it would be remarkable if it were not true for fish.

The Kind of Promotion Food Editors Like

JEANNE VOLTZ

- Q. Jackson: Could you give us some information as to the potentialities that there are in barbecuing fish?
- A. Voltz: From the middle of April through the middle of October we ran five major barbecue pages; that was about twenty-five per cent of our major food pages for that season. We are constantly receiving letters and telephone calls requesting information on how to barbecue foods, including fish and seafood.
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