

Problems In Marketing Canned Fishery Products

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ABSTRACT

The biggest marketing problem facing the canned fish industry is the one basic to the entire fishing industry—difficulties in effecting an increase in the per capita consumption of fish in the United States because of the competition of other protein foods. In addition to this basic challenge, fish canners are beset with three additional major marketing problems: fluctuations of raw fish supply, competition from increasing numbers of domestically produced “convenience fish products” in both fresh and frozen forms, and increased competition from imports greatly favored by relatively low production costs.