



# DAILY INFORMATION BULLETIN

SUNDAY, APRIL 10, 1977

## LOCAL FISH PRODUCTION

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HONG KONG'S FISHERMEN, WHO MAKE UP LESS THAN TWO PER CENT OF THE TOTAL ECONOMICALLY ACTIVE POPULATION, SUPPLY NINE OUT OF EVERY TEN FRESH MARINE FISH WE EAT.

WHILE THERE HAS BEEN A DECLINE IN THE NUMBER OF ACTIVE FISHERMEN, AT AN AVERAGE RATE OF ABOUT TWO PER CENT PER ANNUM, CATCHES HAVE BEEN ON THE INCREASE OVER THE YEARS.

THIS IS ATTRIBUTABLE TO THE HIGH PRODUCTIVITY OF HONG KONG'S 5,500 FISHING VESSELS, THE MAJORITY OF WHICH (SOME 93 PER CENT) ARE NOW MECHANISED AND MANY EQUIPPED WITH SOPHISTICATED FISHING GEAR AND NAVIGATIONAL EQUIPMENT.

WITHIN SIX YEARS THE TOTAL QUANTITY OF FISH AND MARINE PRODUCTS HARVESTED HAS RISEN FROM 121,500 METRIC TONS, VALUED AT \$316 MILLION, IN 1970 TO 156,900 METRIC TONS AT A VALUE OF \$643 MILLION LAST YEAR — AN INCREASE OF 29 PER CENT BY QUANTITY AND 103 PER CENT BY VALUE.

HONG KONG PEOPLE ON THE OTHER HAND HAVE A GREAT APPETITE FOR FRESH FISH AND ON AVERAGE A PERSON EATS SOME 70 POUNDS OF THEM A YEAR. ABOUT 50 POUNDS ARE MARINE FISH AND 20 POUNDS FRESH WATER FISH. OTHER MARINE PRODUCTS, MAINLY SHRIMPS, CRABS AND OYSTERS, ARE NOT INCLUDED IN THIS GASTRONOMIC FIGURE.

THE AMOUNT OF FRESH MARINE FISH LANDED LAST YEAR WAS SOME 96,300 METRIC TONS. LOCAL FISH FARMERS SUPPLIED ANOTHER 5,182 METRIC TONS OF FRESH WATER FISH TO THE CONSUMER MARKET.

WHILE WE ARE ALMOST SELF-SUFFICIENT IN OUR SUPPLY OF MARINE FISH, FOR FRESH WATER VARIETIES, WE EAT SUBSTANTIALLY LARGER AMOUNTS OF IMPORTED FISH. EVERY EIGHT AND A HALF FRESH WATER FISH OUT OF TEN ON OUR DINING TABLE COME FROM CHINA AND MACAU.

A LARGE PROPORTION OF THE FISH LANDED OR REARED ARE DIRECTLY SENT TO THE KITCHEN, BUT SOME ARE SALTED, OTHERS DRIED AND SOME ARE TURNED INTO FISH SAUCE, FISH MAW, FISH MEAL, OR EVEN FISH OIL AND FERTILIZER.

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OTHER MARINE PRODUCTS ALSO COME IN VARIETIES. BESIDES FISH, WE CAN HAVE ON OUR MENU PRAWNS, SHRIMPS, CRABS, LOBSTERS, SQUIDS, CUTTLEFISHES, OYSTERS, ABALONES, CLAMS, SEA SNAILS, MUSSELS, SEA WEEDS AND EXOTIC SEA SNAKES AND SEA URCHINS — ALL FROM THE NETS OF THE LOCAL FISHERMEN.

NOT ALL THE FISH WE EAT, HOWEVER, ARE CAUGHT IN THE OPEN SEA. ABOUT 980 FAMILIES ARE KNOWN TO BE ENGAGED IN REARING MARINE FISH IN CAGES SUSPENDED IN SHELTERED BAYS. ANOTHER 360 FISH FARMERS REAR FRESH WATER FISH IN SOME 1,777 HECTARES OF FISH POND IN THE NEW TERRITORIES, MOSTLY IN THE YUEN LONG AREA.

WHETHER IT BE A FRESH STEAMED GROUPER WE SAMPLE IN A SEA-FOOD RESTAURANT OR PLAIN FISH AND CHIPS WE PICKED UP FROM A 'FAST' FOOD SHOP, FOR THE FISH WE ARE ABLE TO ENJOY DAILY, WE ARE INDEBTED TO THESE HARD-WORKING FISH FARMERS AND THE FISHERMEN WHO WORK SOMETIMES AS FAR AWAY AS THE GULF OF TONKIN OR NEAR THE PARACELS SOME 500 MILES FROM HONG KONG.

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WATER CUT  
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WATER SUPPLY TO A NUMBER OF PREMISES IN SHAM SHUI PO WILL BE TURNED OFF FOR EIGHT HOURS FROM 10 P.M. ON TUESDAY (APRIL 12) TO ENABLE THE WATER SUPPLIES DEPARTMENT TO CONNECT WATER PIPES IN THE AREA.

THE PREMISES AFFECTED ARE THOSE IN CASTLE PEAK ROAD FROM TUNG CHAU WEST STREET TO YU CHAU WEST STREET, NOS. 742-888 CHEUNG SHA WAN ROAD, NOS. 483-493 AND 580-690 CASTLE PEAK ROAD, NO. 777 YU CHAU WEST STREET, NO. 77 WING HONG STREET, AND NOS. 603-613 AND 1,002-1,018 TAI NAM WEST STREET.

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+HAPPY WAGON+ DRIVES HOME MESSAGES  
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MOST VEHICLES OF ITS AGE HAVE ALREADY BEEN SCRAPPED, BUT THIS +LORRY+, WITH A NEW ENGINE AND A COLOURFUL BODY, IS STILL ON ACTIVE DUTY -- CONVEYING MESSAGES TO THE PUBLIC.

FOLLOWING THE ESTABLISHMENT OF A MOBILE THEATRE UNIT IN THE INFORMATION SERVICES DEPARTMENT IN OCTOBER 1974, A LORRY WAS CONVERTED INTO A MOBILE THEATRE. SINCE THEN, IT HAS TRAVELLED THOUSANDS OF MILES TO GET CAMPAIGN MESSAGES ACROSS TO PEOPLE ALL OVER HONG KONG, KOWLOON AND THE NEW TERRITORIES.

THE MOBILE THEATRE, BETTER KNOWN AS THE +HAPPY WAGON+ AMONG ITS AUDIENCE, IS A RELATIVELY NEW FORM OF PROMOTION VEHICLE TO SUPPLEMENT CONVENTIONAL MEDIA OF COMMUNICATION, SUCH AS THE PRESS, RADIO AND TELEVISION.

IT AIMS TO GET THE MESSAGE ACROSS TO PEOPLE THROUGH LIVE ENTERTAINMENT.

THE EFFECTIVENESS OF PUBLICITY THROUGH SUCH A MEDIUM HAS BEEN PROVEN IN A SURVEY CONDUCTED LAST SUMMER. THE RESULT OF THE SURVEY SHOWED THAT 86.5 PER CENT OF THE 400 PEOPLE INTERVIEWED THOUGHT IT HAD SUCCESSFULLY CONVEYED THE CAMPAIGN MESSAGES WHILE 91.5 PER CENT OF THEM SAID THEY COULD STILL REMEMBER THE THEME OF THE SHOW.

THREE OR FOUR TIMES A WEEK, MOSTLY IN THE EVENINGS, THE MOBILE THEATRE, BEDECKED WITH EYE-CATCHING DECORATIONS, BANNERS AND POSTERS, ARRIVES AT VARIOUS PARKS, PLAYGROUNDS, HOUSING ESTATES, OPEN AREAS OR BEACHES WITH MESSAGES OF CIVIC RESPONSIBILITY.

AT PRESENT, THE UNIT HAS ABOUT 60 LOCATIONS ON ITS VISITING LIST, AND ON AVERAGE THESE PLACES ARE VISITED ONCE EVERY TWO MONTHS.

AMATEUR AND PROFESSIONAL TALENTS ARE REGULARLY INVITED TO PROVIDE ENTERTAINMENT, USUALLY POP SONGS, FOLK MUSIC, DANCES, ACROBATICS, MAGIC OR PUPPET SHOWS, AND DRAMA GEARED TO THE CAMPAIGN.

A SPOKESMAN FOR THE MOBILE THEATRE UNIT SAID: +SOMETIMES MEMBERS OF THE PUBLIC ARE INVITED TO GO ON STAGE TO HAVE A LITTLE CHAT WITH THE COMPERE OR JUST SIMPLY TO AIR THEIR OPINION. WHATEVER THEIR STANDARDS MAY BE, THEY COULD CHOOSE TO SHOW OFF THEIR TALENTS RIGHT THERE.+

BUT BEFORE THE SHOW STARTS OR DURING INTERVALS, THE CAMPAIGN MESSAGES ARE DELIVERED BY THE COMPERE. AT THE SAME TIME, PUBLICITY LEAFLETS, PAMPHLETS, STICKERS OR OTHER FORMS OF GIVE-AWAY ITEMS ARE DISTRIBUTED.

DEPENDING ON TIME OF THE DAY, WEATHER, LOCATION AND TYPE OF ENTERTAINMENT PROVIDED, AN AVERAGE OF ABOUT 600 PEOPLE ARE ATTRACTED TO EVERY SHOW. THE BEST RESPONSE, HOWEVER, COMES FROM RESIDENTS IN THE NEW TERRITORIES WHO FIND +HAPPY WAGON+ PROGRAMMES FRESH AND INTERESTING.

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SINCE ITS FIRST PARTICIPATION IN THE PROMOTION OF THE KEEP KWUN TONG DRUG FREE CAMPAIGN IN OCTOBER TWO YEARS AGO THE UNIT HAS TAKEN PART IN THE CLEAN HONG KONG, ROAD SAFETY, FIRE PREVENTION, POLICE RECRUITMENT AND THE FIGHT VIOLENT CRIME CAMPAIGNS.

COMMENTING ON THE FUTURE DEVELOPMENT OF THE UNIT, THE SPOKESMAN SAID: +OUR MAJOR AIM IS TO INVITE MORE VOLUNTARY PARTICIPATION AND TO SERVE MORE PEOPLE WITHIN OUR LIMITED RESOURCES.+

+WE HOPE, IN FUTURE, WHERE CIRCUMSTANCE PERMITS TO LEND THE LORRY TO VOLUNTARY AGENCIES SO THAT THEY CAN ALSO ORGANISE THEIR OWN CAMPAIGNS WITH OUR ASSISTANCE AND GUIDANCE,+ HE ADDED.

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S.W.D. COMMUNITY AND YOUTH OFFICE MOVES  
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THE COMMUNITY AND YOUTH OFFICE (WONG TAI SIN) OF THE SOCIAL WELFARE DEPARTMENT WILL MOVE ITS PRESENT ADDRESS IN CHING TAK STREET TO ROOM 510 AND 511, 5TH FLOOR, GOVERNMENT OFFICES BUILDING, NORTH WING, KING FUK STREET, SAN PO KONG, ON THURSDAY (APRIL 14).

THE TELEPHONE NUMBER OF THE OFFICE WILL BE 3-273327.

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