FOOD
IS EVERYBODY'S BUSINESS
EUROPE is still producing vast quantities of food, but Germany is getting most of it.

The chart on the right, based on the best available information and estimates, although unofficial, shows how Germany is using "Selective Starvation" to dominate the occupied lands and at the same time maintain a measure of working efficiency in those countries most useful to the German war economy.
World Problem...

THE MAP on the left shows the relation of food production and of population to the world's total in each case, in the main regions of the world.

Europe and North America contain less than one-third of the world's population but produce well over half the world's food. The map reflects a combination of two things—relative efficiency of production and relative food standards. Even with its large production the Europe-North America unit is normally a net importer of food.

In Europe intensified agriculture and high tariff walls in many countries raised the cost of most foods—especially the protective foods—to a point where the masses could not afford to buy them in anything like proper quantities.

Asia with 40% of the world's population produced only 16% of the world's food, and most of this is energy food which can prevent starvation but not malnutrition.

Only Canada, the United States, Australasia and possibly the United Kingdom are able to supply anywhere nearly enough food at prices which make it available to most of the people.
Canada’s Food Production was never Higher...

And what of Canada? In 1942 and 1943 agricultural production reached the highest records ever attained, about 40% more than that in 1938.

In 1943 her production of animal products reached an all-time peak with over 800,000,000 more pounds of meat than was produced in the average pre-war year. Her dairy herds produced 1,750,000,000 more pounds of milk. Her hens laid 110,000,000 more dozens of eggs—a 46% increase. All this was accomplished in spite of the fact that about 400,000 farmers and farm workers are now in uniform or in war plants.

Canada’s fishing industry, short 10,000 men from normal times, with a diminished fleet and bedevilled by coastal warfare has produced to its physical limit.

Canada has never produced so much food.

BUT...

CLAIMANTS FOR CANADA’S FOOD
Civilian Demand for Food in Canada was Never Higher...

In spite of the many wartime claims on her greatly increased food production, Canada is consuming more—much more at home. Her per-capita consumption of most foods in 1943 now shows a great advance over the average consumption from 1935-39. There are several reasons for this:

INCREASED FOOD NEEDS — The industrial tempo of war has increased actual food needs. Not only has it increased food demands of thousands of new workers, but it has imposed longer hours and harder tasks on almost everyone. People working hard need more food—and Canadians are getting it.

INCREASED KNOWLEDGE OF NUTRITION — The tremendous strides made by nutritional science since the last war have brought new demands for certain foods. Formerly, emphasis was placed chiefly on the number of calories provided by the diet; today nutritional quality is also recognized and the demand for “protective” foods has greatly increased.

INCREASED PURCHASING POWER — Thousands more people are earning more money than ever before. They are prevented by war restrictions from using this extra money to buy such things as motor cars, radios and refrigerators. Much of it has been going into the purchase of extra foods—particularly protein foods which take longer to produce.

OTHER FACTORS — Wartime changes in buying habits have been brought about by food rationing and by the fact that many housewives are working longer hours outside the home. Shifts in population and difficulties in transportation have given rise to local and regional food problems.

Canadians now eat more
Canada's Armed Forces Must be Fed

...and Well Fed!

STREAMLINED warfare with its lightning changes in tactics has not shaken the old axiom that "an army marches on its stomach". If anyone must have enough food and proper food, it is the fighting man. Feeding Canada's Army, Navy and Air Force at home and abroad is a scientific part of a scientific war. The man in training needs a more liberal diet than the average civilian and the Standard Ration is worked out carefully on that premise.

A standing committee on nutrition, composed of foremost experts, advises the Department of National Defense in all matters pertaining to the food commodities considered essential to provide a suitable ration scale. Scales of rations are subject to periodic revision, and new information on nutrition is exchanged with the War Office in London, England and the War Department in Washington. The Standard Ration Scale is based on 17 commodities, but the large number of authorized alternatives makes possible a wide variety in every-day meals and provides for special diets for varying conditions.

Food Supplies for camps in Canada are obtained, whenever possible, from the districts in which the camps are located, and when plentiful supplies of a commodity like fresh, green vegetables are available locally, the ration is readily adjusted to make full use of them.

Waste Control in the Armed Forces

The prevention of food waste has received the most careful attention in Canada's Armed Services. Deliberate waste brings disciplinary action. Strict conservation of all food supplies and proper salvage of unavoidable waste is the responsibility of trained officers. Theirs also is the responsibility for maintaining a balance between food prepared and food eaten. In this respect, their task is made easier by skilled cooks, specially trained in modern cookery schools. Training of these cooks not only includes scientific methods of preparation to conserve food value, but emphasizes the necessity of serving meals which are appetizing. The contents of the garbage can are the barometer of a good or a poor meal.

Another important check on waste is the daily adjustment of rations to the actual number of meals served. Co-ordination between orderly rooms, quartermasters and kitchen makes possible a numerical check on current personnel, so that quartermasters can indent for the correct amount of supplies and kitchen staffs can prepare the required number of meals. Particular care is taken in estimating week-end rations, so that food is not drawn for those who are on leave.
In addition, there are many Extra Wartime Demands on our Food Supplies

The charts on pages 11 to 19 of this Book show the increasingly large proportion of our food supply which is being diverted to other than civilian uses. They do not show the breakdown of this distribution. In all lines, much, and in many lines at least half of the food we produce goes to the following:—

THE UNITED KINGDOM — Every Canadian is proud of the pork, cheese, eggs, milk, wheat and flour which have helped keep Britain healthy and in fighting trim.

RED CROSS PARCELS — for prisoners-of-war have a preferred claim on our food supply. Were it not for the food in these parcels their health would be in jeopardy.

ARMED FORCES CANTEENS — in overseas areas are supplied by special allocation from Canada. This is food for our soldiers on the battlefronts.

VICTUALLING SHIPS — Convoy ships, men-of-war and other vessels take on food at Canada's ports. They need huge quantities for long trips and they need it quickly.

NEWFOUNDLAND AND B.W.I. — also receive Canadian food on priority allocation, to help feed the enormously increased army personnel in those advance defence posts.

OTHER UNITED NATIONS — have a claim on the food Canada can spare. These, our Allies, deserve the most we can give them, and are now getting it.

WAR DEMANDS ARE HEAVY
Take another look at the map on page 2 and the chart on page 3. Then visualize the importance of every pound of food Canada can spare to the relief of freed nations. A just and permanent peace can only be established in an atmosphere of hope and freedom... and that includes Freedom from Famine!
Europe, released from the yoke of Hitler, must have supplies if famine and epidemics, disastrous to the whole world, are to be prevented. Already these dread spectres have appeared in many lands. To help alleviate the situation, direct action has already been taken by the Allied Nations. The United Nations Relief and Rehabilitation Administration (UNRRA) is facing the colossal task of organizing for immediate relief and planning for assistance to ravaged countries in restoring their own production facilities with the greatest possible speed. Meanwhile, individual countries are contributing food supplies to meet emergency situations. Canadian wheat, for example, is supplying a large proportion of the still meagre amount of food which the people of Greece are getting.
THE CIVILIANS' share of Canada's food supply in the four war years as compared with 1935-39 is shown, in terms of food elements, in the above chart.

Here is the proof that Canadians are eating better—especially in terms of health-protective minerals and vitamins.

Increased consumption of milk has stepped up calcium by 15% percent. Riboflavin is up 13% over 1935-39, due to greater use of milk and meat. The food available in 1943 provided 10% more iron, 11% more vitamin A and smaller, but still significant, increases in thiamin, niacin and Vitamin C. Calories show a slight increase.
Milk and Its Products

FLUID MILK supplies entering civilian consumption have risen by 12 percent in Canada since the beginning of this war. Since December 16, 1942, a consumer subsidy of 2 cents a quart on fluid milk has been in effect, enabling lower income families to obtain more.

Consumption of cream is higher in Canada than in most other countries and by reducing the fat content of cream to 18 percent, more was made available to more people, at the same time conserving butterfat. No substantial increase in milk production can be expected. Conservation of milk now is of prime importance.

The domestic disappearance of evaporated milk in Canada has almost doubled in the last four years. Production has been very high, but to assure supplies for babies, invalids and for remote areas where fresh milk is not available, sales are now controlled by coupon rationing.

Canadians have always been relatively small cheese eaters. The armed forces and other domestic priority users have tripled their demands and the rest of the 67 percent increase in production has been made available to the United Kingdom. Cheese should be used carefully in all menus and recipes.
IN 1943 Canadian farmers broke all records in meat production with 50 percent more than in an average pre-war year. And Canadians ate on an average 134.4 lb. (carcass weight basis). Domestic supplies of pork are approximately the same as in the immediate pre-war period, and lamb and mutton consumption is slightly lower. But beef has always been the most popular meat in Canada and the increase in its consumption has resulted in an over-all rise in meat eating. Voluntary reductions in pork consumption together with control of the quantity of pork products marketed domestically and meat rationing have made it possible to fill United Kingdom contracts, arresting a trend towards further advances in pork consumption in Canada. Meat requirements of the armed forces and other non-civilian priority users have more than doubled and their needs are constantly growing. They are large users of canned meat, now limited in civilian supply. Every ounce of meat that can be conserved by consumers will be needed for other claimants, so its use should be directed to actual
needs. Our very generous meat ration coupon value should not be considered a ticket to buy up to the limit if it is not all needed. Meat requires relatively more man-hours to raise and market. Its waste should be vigorously discouraged.

Wartime fish production has been well maintained, in spite of great difficulties, and, in canned fish, it has been largely expanded. On the other hand, war has created unprecedented demand. Huge quantities of canned salmon and herring, and frozen and cured fish, have been imperatively needed for the United Nations. Certain war factors have increased domestic requirements. This continuing unprecedented demand makes necessary intelligent planning by Canadian consumers in the use of fish so that supplies may be better matched to domestic and other needs. Consumers are urged not to insist upon filleted fish, since filleting increases demand upon manpower, to be vigilant against waste, to use some of the less well-known but equally good fish, and thus make more even the general level of the demands upon fish production.
There has been a considerable increase in poultry consumption in Canada. Feed grains, readily available in the early years of the war, made big production possible, and increased purchasing power made for greater demand, but these grains were not so generous in supply in 1943 so production was somewhat less than in 1942.

Canada, in 1943, ate 24 percent more eggs than in an average pre-war year, and this made it difficult to meet wartime commitments. Under these circumstances eggs should be used for nutritional needs and not to supplement our already generous meat ration. They should be conserved wherever possible in cooking.

**Fresh Vegetables**

Supplies of potatoes in Canada in 1943 were almost 10 percent above pre-war levels. Of the supplies of Vitamin C available to Canadians, 35 percent came from potatoes in that year. Storage and cooking cause some loss of this vitamin and improper procedures may destroy the entire supply. From any standpoint — nutrition,
sound economy or variety in menus — Canadians do not eat enough vegetables. The charts herewith include Wartime Garden produce. The growing year in most areas in Canada is short and high cost of imports makes it difficult to obtain other than roots for several months of the year. It is essential that more Wartime Gardens be grown, that they be planted with crops which produce the highest food returns for the labour, cost and space involved, and that more of this produce be conserved.

Of the food sources of Vitamin C available to civilians in Canada in 1943, just 13 percent was found in leafy green and yellow vegetables, 18 percent in tomatoes and 8 percent in other vegetables.

DRIED PEAS and beans are nutritious and economical foods and Canada consumes them in fair quantity. The crops obviously show changes in volume from year to year, but domestic consumption is now at approximately pre-war levels.
In 1943 canned tomatoes suffered from a short crop and difficulties of processing manpower. But the basic trend of consumption in Canada is upwards, and it will be noted that exports were curtailed to provide more for domestic priority users and a minimum amount for civilians.

The 1943 pack of canned vegetables in Canada was put on a controlled distribution basis. It will be noted that armed forces' requirements have increased and that 1943 civilian consumption was about the same as in an average pre-war year.

**Fruits--Fresh and Canned**

CANNED FRUIT consumption, never high in Canada, was very low in 1943, because of a very poor crop. Canned fruits are now rationed with jams, jellies and sweet spreads. The deficiency was made up in some measure by
FRUITS--FRESH AND CANNED (Continued)

FRESH CITRUS FRUITS
1935-39
1940
1941
1942
1943

OTHER FRESH FRUITS
1935-39
1940
1941
1942
1943

Cereals and Flour

CONSUMPTION OF grain products as a whole has increased by only 4 percent in Canada since the beginning of the war. This group contributes a little less than one-third of the calorie intake of the
SUGAR WAS the first product to be rationed in Canada, since much of our supply must be imported and the shipping situation made it necessary. Actually Canadians are now getting an average of 79.1 lbs. of sugar and its alternates per year, and the decline in consumption has not been detrimental to the national health. Honey, corn and cane syrups and some molasses are rationed as sweet spreads.

Considerable extra sugar is made available under special ration during the home canning season.
people. Flour production has risen by more than 60 percent in four years, but domestic consumption remains about the same, the balance going to Great Britain and other United Nations.

The trend in use of both wheat and oat cereals in Canada has been relatively stable over a long period, and the use of whole-grain cereals for their Vitamin B complex value should be encouraged. The use of these products as "extenders" for meat and other animal protein foods is advantageous.

**Butter, Other Fats**

THIS CLASSIFICATION includes only "visible fats" sold as such, to differentiate between them and the total fats in the diet, some of which appear in meat, fish, cheese and milk. Total "visible fat" consumption in Canada has increased by 6 percent while it has declined in many other nations. Canadians, among the largest consumers of butter in the world, are now
This is the Objective...

To obtain the most efficient utilization of food supplies and thus ensure the fulfilment of Canada's food commitments both at home and abroad.

And these are the specific aims:

1. To arouse public interest in the vital need for the maximum conservation of all food supplies.

2. To adjust consumer demand for food, using as a yardstick Nutritional Requirements.

3. To modify consumption by influencing demand:

   (a) away from foods in relatively short supply towards those in more abundant supply.

   (b) toward moderation in the use of protein foods... rationing of meat was undertaken for this purpose. Consumers must be discouraged from switching their demand to the purchase of other animal protein foods so that a genuine reduction will result.
(c) *toward the use of fresh foods in season* to conserve supplies of processed foods for the seasons and areas where fresh foods are not available.

(d) *toward the maximum use of locally produced foods* . . . to relieve transportation and eliminate waste resulting from the demand for too great a variety of foods.

(e) *toward a genuine reduction* in consumption of certain foods among certain sections of the population, in order that a reasonable standard of nutrition may be maintained for the population as a whole.

(f) *toward a selection of foods that will give the best possible nutrition under existing conditions of supply.*

4  **To minimize waste** in the handling and utilization of food at every stage from harvest field to consumers' table and to make the best use of available supplies.

5  **To make Canadians aware that freedom from want is dependent on each person's willingness to take no more than his rightful share,** by giving the public a proper appreciation of the present supply picture in relation to needs and of the conditions which may obtain, not only for the duration, but well along into the post-war years.

6  **To maintain a centralized system of planned consumer information**

   (a) so that the food conservation activities of each department may make their best contribution to this programme of public education.

   (b) to enlist public acceptance and cooperation in all measures affecting consumer food supplies and habits.
The Food Conservation Committee, in using this Basic Handbook to invite community leaders, the clergy, editors, service organizations, home economists, teachers, advertising and other business executives to contribute effort to the Food Conservation Programme, desires that all such effort may be assisted by a clear indication of official policy in presentation. To that end the following points may be of value:

1 There's Plenty of Food in Canada

It is essential that the public be reassured on this point frequently, since temporary or local supply conditions can create misunderstanding if the whole food picture is not studied.

The chart at right shows (red dishes) the daily calorie requirements of different age and sex groups and (black dishes) the daily number of calories available to civilian Canadians over the past four years. This is compared with the amount available in the yearly average of 1935-39 and also with the weighted average requirement of the population as a whole. It shows that more than a sufficient quantity of food (in terms of calories) was available in any year and most was available in 1943. Calories are not the only important consideration in food.

This chart and those on pages 10 to 19 illustrate the point that Canada is one of the best fed nations in the world today. Through rationing and more equitable distribution the Government has made it possible for everyone to get his share of most essential foods, but no legislation could compel people to eat no more than they need, to buy foods that will provide a balanced diet, to be careful in handling and cooking food so as to avoid waste—that can only be accomplished by an educational programme such as this.
2 Food Production Now at Peak

Canada's agricultural production reached an all-time high in 1942 and 1943. Further appreciable increases are not practicable under present conditions. Consumers must be persuaded, then, to make their dietary adjustments within the limits of the present supply. Most Canadians will be willing to do this without grumbling if they are told how it can be done.

3 The Principle of Sharing

The various present claimants on part of Canada's food supply should be made well known to all citizens. These are presented on pages 5 to 7 of this Handbook. And both the practical and altruistic reasons for sharing a further part of our food by providing some food relief to other members of the United Nations now occupied by the Nazis should be stressed. The importance of Canadian food supplies, especially wheat, in the establishment of peace and the fact that every victory by our armies adds new claimants cannot be told too often.

4 What About Canada's Food Rules?

Nutrition Services of the Department of Pensions and National Health points out that

1. Even the present large quantities of food moving into civilian consumption do not provide sufficient of certain nutrients to satisfy our optimal needs, but

2. There is a fair margin of safety over our minimal nutritional needs, providing food is bought wisely, cooked so as not to destroy nutrients, and not wasted either at tables or elsewhere.

Canada's Official Food Rules, further interpreted in the Food Groups, are important as a guide to proper selection of foods for health, on which conservation can also be based.

5 Conservation AND Information

In every sense this project is a programme, a continuing feature of public education, and not a short-term campaign. The facts indicate that at no time has the Canadian public had a broad enough knowledge of food, its sources, distribution and uses.

At this time such knowledge is most important in order that all claimants on our food may be recognized, and this knowledge will enable us to achieve and maintain a sound national dietary long after those claims cease to exist.
HERE IS THE PLAN . . .

AN INTENSIVE AND SUSTAINED PROGRAMME
OF EDUCATION AND INFORMATION DESIGNED
TO SECURE THE SUPPORT OF EVERY CANADIAN

Those to whom this handbook is being sent, being leaders in various walks of Canadian life, are especially asked to do everything they can to direct public thought towards the attainment of the Objectives outlined on pages 20 and 21. This plan of official government activities in the programme is for their guidance in giving such co-operation.

PRODUCER  PROCESSOR  DISTRIBUTOR  SERVER  CONSUMER

THIS PROGRAMME — will be directed toward all consumers, producers, distributors, processors and those who serve food commercially. It will aim to impress them with the facts of the present situation in the light of the supply picture, to convince them that the objectives outlined must be accomplished and to direct them into vigorous individual and community action.
DESIGNED

to co-ordinate the Food Conservation work of every government department concerned and to direct activities toward the principal objectives of the programme — FOOD CONSERVATION AND INFORMATION.

BUILT

around a centralized information service — the Food Conservation Committee of the Dominion Government — where the direct activities of each department or organization concerned will be effectively correlated to make specific, integrated contributions to the programme.

SPONSORED

by the federal government and meriting the support of leaders in all walks of national life. To make a complete success of the programme, much will depend on the voluntary efforts of those leaders, editors, advertisers, teachers, association executives, home economists and all others in a position to affect public opinion. Working together, we can secure the cooperation of every Canadian in conserving food, to the end that we continue to meet the nutritional needs of the Canadian people, while making available as much as possible of the food we produce to feed the hungry world.

THIS PROGRAMME WILL BE CARRIED OUT THROUGH A VARIETY OF MEDIA
A variety of media will be used in a sustained programme of paid publicity in English and French, administered by the Wartime Information Board under the direction of the Food Conservation Committee.

(1) To make each individual Canadian completely aware of the significance of food both at home and abroad.

(2) To tell each individual Canadian what he or she can do personally to back this national effort to conserve more food.

(3) To give authoritative leadership to the whole project.

**PUBLICATION ADVERTISING**

Daily newspapers, weeklies, magazines, farm papers, metropolitan week-end papers and the food trade press will be used to carry regular advertisements showing *WHY* Canada's food must be conserved and *HOW* it may be done.

**RADIO**

A national broadcast over CBC by Government officials will inaugurate the programme and explain the Government's position and policy in the matter. This will be followed by a weekly dramatized broadcast of food information with spots, features and special programmes to tell consumers *HOW* food may be conserved.
FILMS

Short feature motion pictures, newsreel clips, special shorts and other films reaching both theatre audiences and non-theatre audiences will be used. Sound-slide films will be provided for smaller audiences and for specialized purposes.

DISPLAY MATERIAL

Posters, store and restaurant displays, wall newspapers, school displays, exhibits and other graphic methods will be used in continuity to bring home the story of food conservation to Canadians in all walks of life.

BOOKLETS, FOLDERS, etc.

Essential educational printed matter will be used to provide specific information to consumers, producers, processors and distributors on proper methods of purchasing, storing and preparing foods so that both physical amounts and nutritional qualities may be conserved.

NEWS MATTER AND PHOTOGRAPHS

Authoritative, factual and newsworthy information on food will be provided to all editors. Feature material and photographs will be available and will be timed to meet publication requirements on special, local or seasonal needs.

SPEAKERS, DEMONSTRATIONS, etc.

Platform lectures and demonstrations will be available in certain communities. Material will be provided for local committees to follow in developing similar projects.
Canada Needs this Job Done

The Organization

Government departments will function as part of the operating machinery of the programme, some contributing personnel and public relations facilities; others acting as distributing agencies.

THE FOOD REQUIREMENTS COMMITTEE — An inter-departmental advisory committee, associated with the Combined Food Board at Washington and responsible for the final allocation of food supplies for home consumption and other uses. This group will exercise an overall directive function in connection with the plan.

THE FOOD CONSERVATION COMMITTEE — An inter-departmental sub-committee appointed by the Food Requirements Committee. This group was appointed for the sole purpose of initiating and conducting the Government's Food Conservation and Information Programme.

THE WARTIME INFORMATION BOARD — Wartime Information Board will act as Executive agent of the Food Conservation Committee and will co-ordinate and administer the programme.

DEPARTMENT OF AGRICULTURE — This department offers established contacts with producer, processor, distributor and consumer. The Consumer Section, Economics Division, The Agricultural Supplies Board, Agricultural Food Board, Meat Board, Special Products Board, Dairy Products Board and the Science Service will contribute valuable assistance to the project.

THE WARTIME PRICES AND TRADE BOARD — A wartime organization which has daily and detailed contact with all government organizations, with all phases of industry and all classes of consumers. Having specific functions in control of commodities and the development of public opinion it will, through its Foods Administration, Distributive Trades Branch, Management Service Branch, Ration Administration, Statistics Branch, Information Branch and Consumer Branch, play a big part in the plan.

DEPARTMENT OF PENSIONS AND NATIONAL HEALTH — Nutrition Services, a division of this Department, will be concerned throughout with
Help is Requested from These . . .

The leadership and participation of every organized group is indispensable, if real and effective Food Conservation is to result.

The central committee will provide all possible guidance and assistance, but the actual work can be done best, if all bodies—government and others—will back the project, will initiate necessary action and assume responsibility for the sustained and active interest of all their branches and members.

PROVINCIAL AND MUNICIPAL GOVERNMENTS

Through many branches of government, the thought and action of the people can be directed toward Conservation. Health Departments through their welfare work, Education Departments and Boards of Education through their school programmes, Agriculture Departments through Extension Services—in fact all branches in their public activities can promote this theme and urge full acceptance of the challenge.

NATIONAL AND COMMUNITY ORGANIZATIONS

Clubs, associations, societies, united groups of all kinds exert powerful influence on national life. Every one of them, from the Dominion-wide, highly-organized bodies to the neighbourhood bridge clubs can share in publicizing—and practising—Food Conservation. It is not possible to list these groups here, but the support of each and every one of them is sought—professional, business, service, welfare, religious and social clubs, associations of men, of women, of boys and girls, groups which meet for work, for study or for fun. The challenge goes out to all!
Here's What YOU Can Do

IF YOU ARE A PRODUCER OF FOOD . . .

Producers have responded magnificently to the increased demand at home and abroad for agricultural commodities. They can continue to contribute to expanding food requirements by maintaining their efforts towards maximum production per acre and per animal, and by the utmost care to prevent losses in the harvesting, storing and marketing of these basic food commodities.

IF YOU ARE A PROCESSOR OF FOOD . . .

Economy and conservation are always your watchwords. You can play a big part in publicizing the programme—stories of large scale conservation in industry have great public appeal and spread valuable information.

IF YOU ARE A DISTRIBUTOR OF FOOD . . .

You keep constant watch on stocks, to make maximum use of everything. Efficient storage is one of your major problems. You can direct buying to those foods in relatively good supply and suggest new uses and proper methods of serving them. You can interpret food regulations and promote fair distribution of unrationed goods.

IF YOU SERVE FOOD COMMERCIALLY . . .

Use your unique position to publicize Food Conservation. Feature "specials" promoting foods in good supply. Adjust servings to meet actual needs. Behind the scenes, stress proper care of food, economical preparation and attractive service. Encourage a "clean plate" habit.

AND AS A CONSUMER OF FOOD . . .

Study local market conditions. Plan menus and buy supplies carefully. Share food fairly. Prepare and serve meals economically. Cut out unnecessary snacks and entertaining. Eat every morsel served to you. Accept restrictions and limitations of variety cheerfully—in the knowledge that we are still among the better fed nations of the world. Be a good example, and enlist the participation of others in the programme.
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THIS IMPORTANT NATIONAL MESSAGE MUST BE BROUGHT TO THE ATTENTION OF EVERY CANADIAN. MAY WE COUNT ON YOU?
A CHALLENGE TO EVERY CANADIAN...