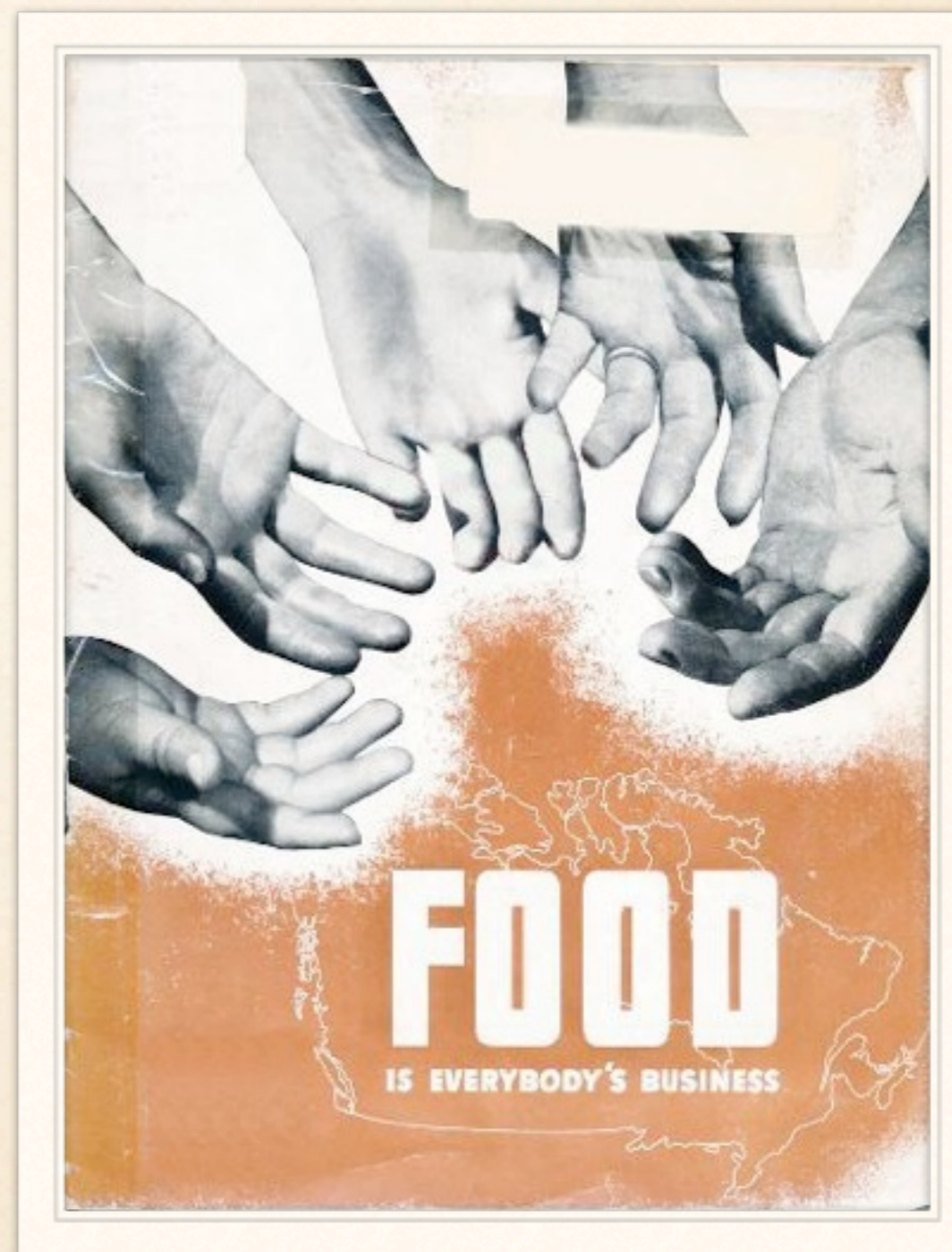


FOOD AND NUTRITION

—  —
ON THE HOMEFRONT



52 1946

FOODS FOR THE Family



Prepared by Consumer Section, Marketing Service, Department of Agriculture, Ottawa.

Honourable James G. Gardiner, Minister.

RATIONING

ON THE HOMEFRONT

FORM NO. R.B.-2

DOMINION OF CANADA

Temporary War Ration Card
Rationnement de Guerre Carte Temporaire

Serial No. **WR 126818**
No. de série

Name *McLean C. Clare*
Nom (Last Name—Nom de famille) (First Name(s)—Prénom(s))

Address *309 158 Madeline Ave*
Adresse (Number—Numéro) (Street—Rue) (City—Cité) (County—Comté)

Age if under 16 yrs. _____
Age, au-dessous de 16 ans _____

Issued by The Wartime Prices and Trade Board
Émis par La Commission des prix et du commerce en temps de guerre

WHY RATION?

- ❖ The Canadian government needed to provide food for their allies overseas, especially for Britain after the fall of France in June of 1940.
- ❖ It is largely rationing that made Canada able to provide 77% of all wheat and flour consumption in Britain in 1941, and still 57% at the end of the war.
- ❖ Rationing also encouraged eating surplus Canadian foods that farmers could no longer sell to European markets. These were labeled as “patriotic foods”

WHAT WAS RATIONED?

- ❖ **Gasoline:** April 1942 until late 1945 - the amount varied. The average driver got enough for about 2,000 miles per year.
- ❖ **Sugar:** July 1942 until 1946 - about 1/2 pound per week per person. More when canning/jarring season came around - about 97% of homes did this at the time.
- ❖ **Coffee/Tea:** August 1942 until August 1944 - the amount varied. At its strictest enough for about 1 cup of each per day.
- ❖ **Butter:** December 1942 - 1/2 pound per person per week. Margarine was illegal, so this was important.
- ❖ **Meat:** Summer 1943 for about a year - the amount varied, but averaged about 2 lbs per person/day. Ration applied to only red meat and pork, not fish, poultry or game.
- ❖ **Preserves:** Spring 1943 (could trade part of your sugar ration for jam, jelly, honey, molasses, etc.)
- ❖ **Meat:** rationed again in August/September 1945 for about a year for post-war time.

FORM **RB-183** RATION CARD
Formule **RB-183** Carte de Rationnement

SERIAL NUMBER
Numéro de Série **6DD-128**

FOR NAVY, ARMY AND AIR FORCE PERSONNEL ON SUBSISTENCE, TEMPORARY DUTY OR LEAVE FOR FIVE DAYS OR MORE.
POUR Les membres de la marine, de l'armée et de l'aviation inscrits sur la liste de subsistance, en service temporaire commandé ou en permission pour 5 jours ou plus.

ISSUED TO **F67654 Pte Marsh, a 7**
Reg. No. — Name and Rank ÉMISE À
Numéro Matricule — Nom et Rang

PERIOD FOR WHICH RATIONS NEEDED
FROM **15 Feb 44** TO **15 Mar 44**
De À

Affix Ship's Stamp or Orderly Room Stamp here.
No. 6
FEB 14 1944
C.P.C.T.G.
Apposez, ici le timbre du navire ou celui de la salle de rapport. (Orderly Room)

L.H. Heblane Lt
Signature of Issuing officer Signature de l'officier émetteur
RATION ADMINISTRATION — WARTIME PRICES AND TRADE BOARD
SERVICE DU RATIONNEMENT — C.P.C.T.G.

RATIONING

RATIONING WAS NOT LIMITED TO CIVILIANS, BUT SOLDIERS ON LEAVE WERE ALSO ISSUED STRICT RATIONING.

IF FOUND, RETURN TO MY FOOD OFFICE.

LEAVE OR DUTY RATION BOOK Serial No. **L/3** N° **027321**
SOLDIER OR SAILOR.

1. Holder's Name **Harvey W. H.** Rank **Private**
2. Unit or Ship **14th Bde CFA** Number **324807**
3. Proceeding from **France**
4. Beginning of leave or duty **4-11-18**
5. End of leave or duty **18-11-18**
6. Is holder proceeding at end of leave or duty on Active Service Abroad or Service Afloat? **Yes**
7. Signature and Rank of Officer issuing
8. Unit or Ship of Officer Issuing **DRY T. C.F.A. STAFF CAPT. R**

N. 9 (Revised).
5th CANADIAN DIVISION

NUTRITION

CANADA HAS DETERMINED TO CHANGE THE EATING HABITS OF A NATION, BECAUSE SHE HAS LEARNED THAT EFFICIENT PRODUCTION OF FOOD IS ONLY HALF THE VICTORY. IT TAKES EFFICIENT CONSUMPTION, TOO, TO GIVE FULL MEANING TO THE SLOGAN, 'FOOD WILL WIN THE WAR.'

- SATURDAY NIGHT, DECEMBER 1942



MALNUTRITION IN WWII

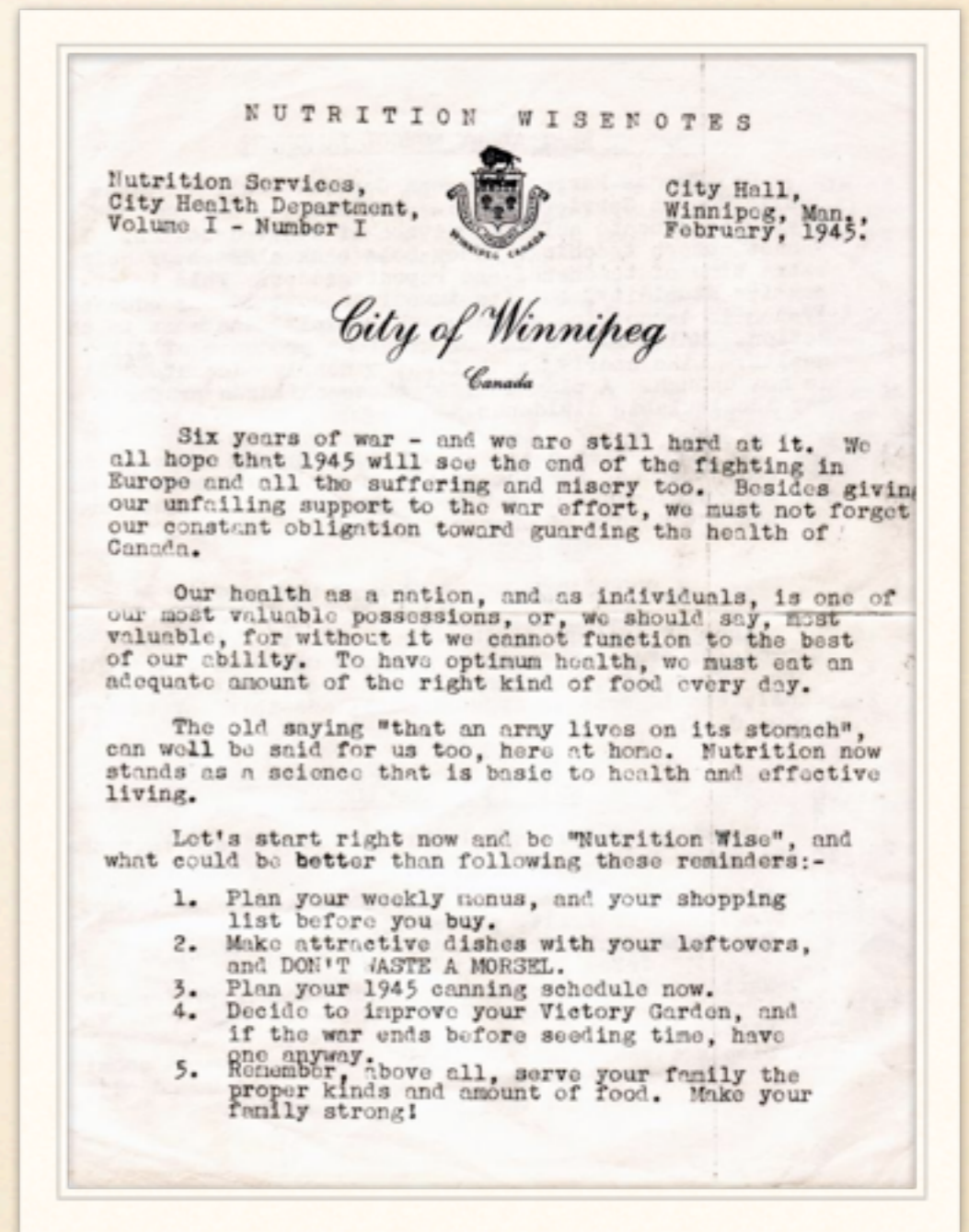
- ❖ Due to the focus on food conservation and nutrition the government conducted studies on Canadian's diets.
- ❖ In 1941, nutrition experts estimated that upwards of 60% of Canadians suffered from vitamin and mineral deficiencies.
- ❖ The Canadian Nutrition Program as launched a year later, and established Canada's Official Food Rules that outlined the foods Canadian's should eat every day.

SCHOOL LUNCHES IN WARTIME

THE GOVERNMENT DIDN'T JUST WANT
EFFICIENT FOOD PRODUCTION, BUT
ALSO EFFICIENT EATING!!

SO

LEAFLETS OUTLINING WAYS TO
IMPROVE YOUR FAMILIES NUTRITION
BECAME COMMON DURING THE WAR



WARTIME SLOGANS

- ❖ “Eat right, feel right – Canada needs you strong!” - *Food Rules*
- ❖ “Canada’s Faulty Diet is Adolf Hitler’s Ally.” - *Saturday Night*