

Lord Rhondda Cables:

"We Cannot Achieve Victory Without Food."

"Canada Food Board,
"Ottawa

"In these stern days it is inspiring to learn that Canada is tackling the food problem with redoubled energy. The terrific pressure on our military front makes it all the more imperative that those behind the lines should strain every nerve to defeat the enemy's avowed object of destroying the British Empire.

"Germany hoped first to starve the Old Country by the submarine campaign and then to smash her land forces. She has failed to starve us and she will fail to smash us, but we cannot achieve victory without food. There never was a time when it was more needed.

"The Canadian farmer and the Canadian farmhand now have the opportunity to make an effective reply to the enemy's present onslaughts by bending their undivided energies to the increased production of those food supplies for which we depend to such vital extent upon your great Dominion."

(Signed) "RHONDDA"

London, April 10th

The Prime Minister of Canada, in a call to Greater Food Production, says: "The crisis is grave and urgent beyond possibility of exaggeration."

Our Allies are depending upon Canada to produce this year more cereals—especially Spring Wheat—and more meat—especially Pork.

The world shortage will inevitably continue for years after the war—with this continent the nearest source of supply for the 200,000,000 persons in Europe who will be clamoring for food.

Measures have been taken and plans have been formulated which, on the authority of the Director of Agricultural Labor, will provide help needed for harvest.

City and town people who cannot go on the farms are helping to feed themselves by growing their own vegetables, so that the farmers may grow more food for export.

The food crisis calls for the utmost effort by all the people of Canada, because, as Lord Rhondda says, **Food is essential to Victory.**



CANADA FOOD BOARD
OTTAWA

In co-operation with the Provincial
Departments of Agriculture



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