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(5) Consumer Savings Campaign

The Government further urges ^{the} Canadian people to eliminate waste in their use of wheat products and to reduce their consumption wherever possible. The present diet in Canada with its many alternatives and substitutes will permit us to get along on less bread and wheat products without any injury to the level of nutrition. The food wasted by a good many families would keep a child alive in some other part of the world. We urge everyone in Canada to eliminate all waste, particularly of bread and wheat. The Government is undertaking a publicity campaign designed to encourage the saving of food. It will offer guidance to the Canadian people who, in such large numbers, wish to help by voluntary efforts in the present crisis.

Voluntary efforts will only achieve maximum results if they are properly directed. One really effective voluntary method is to use less and to waste less food. By saving food, more will be available for export to countries where it is needed. If the food is available, the Government will have no difficulty in directing it to areas where the need is greatest.