

✓ United Nations - G. D. R. G. A.
 ✓ War II - Can. Com. on Food Policy
 ✓ War II - Can. Com. on Fuel & Information
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CONFIDENTIAL

Memorandum for the Prime Minister.

re Food.

Attached is a proposed acknowledgment to Mrs. Hardy's telegram, which goes as far as it is possible to go unless new measures are adopted by the government which call for the co-operation of voluntary agencies.

I understand that consideration of the question of policy regarding food is suspended until Mr. Gardiner returns from Saskatchewan, and that until the policy is laid down there is nothing effective the Wartime Prices and Trade Board or the Canadian Information Service could do.

Personally, I feel that a large section of the public feel very uneasy about the situation, and would like to do something in a voluntary way to help, if they could be given a little official guidance as to the directions in which help would be effective. Surely something of this sort would be politically beneficial to the government. It would also help to divert attention away from suggestions for official action to increase governmental appropriations. No doubt a voluntary campaign properly organized and conducted would result in a net addition of food, but it is very doubtful if any more food could be taken out of the total supply simply by additional governmental purchases, without some such campaign to discourage unnecessary domestic consumption.

In this connection I think it would be helpful to have more publicity along the lines of an excellent broadcast given some days ago by Kenneth Wilson, of which a copy is attached. It places Canada's record in a very favourable light, and helps to secure support for continuing the good record. Many of the points made by Wilson should be very useful for the House of Commons.

JWP

26th February, 1946.