

Canadian Food Bulletin

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The Canadian Food Bulletin is published under authority of the Food Controller, for the information of official organizations co-operating in the work of food control, and of other bodies or individuals interested. The information published in The Bulletin is carefully prepared to ensure accuracy of all statements so that it may be a permanent and useful record of the work of the Food Control organization in Canada. It is suggested that persons on the regular mailing list of The Bulletin should file their copies for reference purposes. Communications in regard to items appearing in The Bulletin and all reports for publication should be addressed to Educational Department of the Food Controller's Office, Ottawa.

CANADA AND THE WORLD FOOD SHORTAGE.

RECENT developments in Europe, official correspondence and the latest crop estimates make it plain that the world food situation to-day is serious beyond anything that we could see a few months ago. Unless we are willing to make some sacrifice in our eating and rigorously to guard against waste of foodstuffs, we may find the conclusive victory of our armies endangered.

Reports of the crops of France and Italy show that we shall be called upon to strain every effort and to conserve every ounce of food to make up the shortage of our Allies. Temporary disaster has overtaken the Italian Army and it will be necessary to support them to the utmost by rushing food shipments. The requirements of Great Britain will be much larger than they were last year. We must also ensure the women and children of France against terrible suffering and make certain that the Allied cause will not be weakened by shortage of essential food supplies.

The situation is grave to-day and the time has come when the people of Canada must realize that the Allies are depending on the continent of North America to a far greater extent than ever before. It is within the power of all of us effectively to support the efforts of our armies. The Canadian farmer has done his part by harvesting a splendid crop. Plans have been made for greater production next year. But until the next harvest, the only means of increasing the exportable surplus of food is for the consumer to do his duty. The fighting efficiency of the Allied forces will be impaired unless Canada awakens to the seriousness of the food problem. There rests upon us a tremendous responsibility—perhaps for the very issue of the war.

W. J. Hanna
Food Controller.

MORE THAN HE THOUGHT.

Women of Barrie Tell of Benefits of Pledge Card Distribution.

Mrs. Eleanor Gurnett, Secretary of the Women's Auxiliary of the Ontario Organization of Resources Committee, in a letter to the Food Controller says:—

"The committee of women in Barrie having charge of the Food Service pledge card distribution there have asked me to

tell you how successfully they have accomplished their work. They state that they "would like Mr. Hanna to know that he has accomplished more than he thought or intended when he asked the co-operation of the women of our country, because these women have now established a very splendid comradeship and esprit de corps with the housewives of their town, which they feel will redound to their mutual benefit in the coming winter."

Do your part to ensure the success of the Canadian Victory Loan.
You will be ready then for the Production and Conservation Campaign.

Wanted for collection