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declared the Prime Minister. "The Government accordingly appeals to all Canadians voluntarily to reduce their consumption of meat at once, without waiting for the operation of the rationing machinery. With the adequacy of other foods available in Canada, the Government is sure that every responsible Canadian will rise to this appeal. It is important in this period when marketings of livestock are seasonally low that immediate supplies should be made available for hungry Europe. Appeals will be made through various organisations explaining more concretely the needs of the distressed areas for food and asking Canadians to keep their meat consumption as low as adequate nutritional standards will permit."

"The re-imposition of a meat rationing system", said Mr. King, "is a solemn reminder that we still face some war-induced scarcities and the problems associated with them. ^{But,} In nearly six years of war, the Canadian public has established an enviable reputation for its understanding and loyal support of measures necessary to ensure fairness and order in the distribution of scarce supplies. ~~It is clear that the rationing of meat on a more restricted basis than that previously in force will present difficult problems to organisation and administration.~~ Full success in the operation of the rationing system will require the whole-hearted and intelligent support of the Canadian public, support which has in the past been generously given to the work of the Wartime Prices and Trade Board."

We are actually considering that a meat-rationing system designed to reduce consumption is ~~to operate~~ ^{peculiarly difficult} and that, ^{in some other} countries, it has led to a virtual breakdown of the system of distribution.