

Europe Wants Our Beef

Supply Her Now—Prepare for the Future

IN Europe 100,000,000 people face either a shortage of food or actual starvation. In many countries the foundation herds and flocks have been sacrificed. It would take many times the total number of cattle, sheep and hogs in Canada to restore Europe's present shortage which amounts to approximately 115,005,000 animals.

Canada's Opportunity

During the war Canada's meat exports grew by leaps and bounds. We have the opportunity of continuing and increasing our war time exports of meats to Great Britain. Our products have become favorably known in France, Italy and Belgium, and it is likely that new trade connections will be formed. But we must have volume and we must have quality. Canada has the opportunity and Canadians can meet it.

But the question is, will the production of meat products continue to be profitable? The Canadian farmer who pinned his faith to live stock during the ups and downs of the past twenty-five years has prospered. This policy has been proved in the United States, Great Britain, Denmark and many other countries.

Canada has the foundation stock and can produce the necessary feed. Considering the present European conditions, should the future hold any fear for us?

Competition from Other Countries

Canada's opportunity is equalled by that of no other country. The United States may be regarded as a strong competitor but it is probable that before long her full production of beef will be required again for home consumption. The beef exports of the United States declined steadily from nearly 1,200,000,000 pounds in 1906 until in 1914 to supply home consumption it became necessary to import 300,000,000 pounds. Although it is true that during the war the United States exported immense quantities of beef, that situation was due, largely, to the saving of meat by American people in order that Europe might be fed rather than to any considerable increase in production.

Canada is nearer to Great Britain than any other great beef producing country. Her superior position offers opportunity for the chilled meat trade.

Develop the Chilled Meat Trade

To realize full market value, chilled meat must be consumed within six weeks of time of killing. If the distance from market be too great, the meat has to be frozen. Frozen meat brings a much lower price than the same quality in a first class chilled condition. Time and distance favor Canada, and these are the deciding factors.

The European situation means that for years there cannot be any danger of over production of beef. Therefore,—

Conserve and build up the herds—improve quality—finish thoroughly.

Beef and Bacon for Canada's Permanent Prosperity.



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