

# EATING MORE FISH NOW.

Mr. Thomson Tells How Consumption has been Increased and Other Food Saved.

In his address at the Third Annual Convention of the Fisheries Association, early this month, Mr. Henry B. Thomson, Chairman of the Canada Food Board said that the efforts of the Board have tremendously increased the consumption of fish in the Dominion, with a consequent saving in meat which has been released for shipment overseas.

"Prior to the war", Mr. Thomson stated, "Canada had barely enough beef to satisfy home needs, but to-day, because of increased fish consumption and other factors, this country is able to export enough to feed an army of five hundred thousand soldiers at the Front."

Mr. Thomson reviewed the work of the Fish Section of the Canada Food Board, explaining how this Section had been organized as a Committee by Mr. Hanna, and had done able and efficient work in encouraging increased fish consumption, rapid transportation and improved distribution, and in educating the public to the use of fish as the most satisfactory and moderately-priced substitute for meat. Special reference was made to the work of Mr. G. Frank Beer, Chairman of the Fish Committee and to Mr. R. Y. Eaton of the T. Eaton Company, Toronto, also a member of the Committee.

"The food situation," he said, "is materially improved, but there is still ground for anxiety. Increased consumption of perishable foods, such as fish, will do much to help us to meet the demand upon us for Overseas."

When the Food Board first took up this work it was estimated by the trade that there were nine hundred wholesale fish establishments and branches in Canada. At the present time the Board has under license more than 1,550 wholesale establishments, including more than 900 headquarters establishments. The licensing system, he said, had been an important factor in effecting improved distribution.

Mr. Thomson added that nine representative wholesale fish firms in Ontario sold 8,500,000 pounds of fish during the first five months of 1918, as compared with only 5,000,000 pounds during the corresponding period last year. In Western Canada last year there was practically no distribution of flatfish and cod but now several hundred thousand pounds of these moderately-priced fish are being distributed every month.

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## SOME SPLENDID FIGURES.

It is estimated that the consumption of sea-fish in Ontario, since the Canada Food Board started its campaign, has been increased by about 200 per cent. In Western Canada the increase is placed at 100 per cent and in Quebec at 25 per cent. For the whole Dominion there has been an increase of from 50 to 75 per cent.

Mr. Thomson pointed out to the Convention the remarkable opportunity open to Canadian fisheries. Per capita production of fish in Canada had fallen off and was to-day far short of what it should be. Production should be greatly increased as a permanent basis for increased consumption and for development of the export trade.

## FOOD TRADES UNDER LICENSE.

More than 65,000 Licenses have been Issued to Date.

The following numbers of licenses have been issued to date in each of the classes specified:—

No. 1.—Fish Canners and wholesale Dealers .....	1,601
No. 2.—Cereal manufacturers .....	135
No. 3.—Wholesale Fruit and vegetable Dealers .....	1,373
No. 4.—Millers .....	575
No. 5.—Manufacturing Bakers .....	2,554
No. 6.—Wholesale Grocers .....	864
No. 7.—Wholesale Produce .....	1,039
No. 8.—Retail Grocers .....	31,679
No. 9.—General Retailers .....	10,494
No. 10.—Public Eating Places .....	12,990
No. 11.—Manufacturing Confectioners .....	817
No. 12.—Wholesale Flour and Feed Dealers .....	287
No. 13.—Packers .....	261
No. 14.—Canners .....	420
No. 15.—Manufacturers Using Sugar (Soft Drinks, Etc.) .....	326
	65,415

## GOOD REPORTS OF S.O.S. BOYS.

Ontario Headquarters has reported as follows: "Ontario farmers everywhere are enthusiastic about the boys' services. The boys are making good. We estimate that 9,000 boys from cities and towns and as many more farm boys are working as Soldiers of the Soil in Ontario."