

EATING MORE FISH NOW.

Reports from dealers show enormous increase in sales.

The Food Controller's Office has recently received some interesting reports from large fish dealers, which show that there was an enormous increase in the consumption of fish in Canada during the latter part of 1917 as compared with the corresponding period of the previous year. The returns already received indicate that the use of fish in the Dominion has been increased in the aggregate by hundreds of tons. The dealers are unanimous in giving to the Food Controller most of the credit for this increase. Moreover, much fish that formerly was wasted is now being marketed and the demand is steadily growing.

Sales More than Doubled.

One large firm reports sales of 74,898 pounds of lake fish during October, November and December, 1917, as compared to 32,047 pounds during the corresponding three months of 1916, an increase of 42,851 pounds. Sales of sea fish by this company for the same period in 1917 totalled 155,310 pounds as against 107,139 pounds during the last three months of 1916, an increase of 48,171 pounds.

A large Toronto house reports an increase of 80 per cent in fish sales for the period of July to November, 1917, as compared with sales for the corresponding period of 1916.

A Montreal fish company reports sales of 135,537 pounds of fresh and frozen fish during the last three months of 1917 as compared with 119,812 pounds for the corresponding period of the previous year; an increase of 15,725 pounds.

Only Small Increase in Price.

A statement prepared by another large wholesale and commission dealer in fish shows that while his sales of cod and haddock have been very largely increased during the past year there has been practically no advance in price. The slight advance of price of these two varieties of fish, comparing July to December of 1917 with the corresponding periods 1916, was in no case more than one cent per pound and at the close of December was only one-half cent per pound.

A western Ontario Packing Company reports its sales of haddock practically doubled, with very large sales of herring this year, whereas practically no sales of this fish were made last year.

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WORLD FOOD SITUATION

IS INCREASINGLY GRAVE.

The food situation in the Allied countries of western Europe is graver than it has been at any time since the beginning of the war. Information has been received by the Food Controller which shows that the utmost effort must be made to increase spring acreage and to secure a much larger production of bread grains in 1918 than was done in 1917. Mr. Hoover has already pointed out that if ships have to be sent to more distant countries to carry foodstuffs to Europe, fewer ships will be available to carry soldiers and supplies from this continent, with a result that the continued participation of the United States and Canada in the war will be greatly hampered.

The situation has been thoroughly canvassed, and among those who have studied it, there is unanimous agreement that the only solution of the food problem is greater production in North America. In this connection it is especially important that the spring acreage sown in bread grains should be as large as it can possibly be made.

Every person who can possibly produce food must do so, no matter how small his or her contribution may be. Those who cannot produce food, can at least conserve it. The utmost economy is imperative. The situation today is critical and the world is rapidly approaching that condition when price will not be the most important question, but when even the people of Canada may be glad to eat any food which they can obtain.

The successful prosecution of the war by the Allies will depend to a very large extent upon the extent of food production and food conservation this year by the people of North America.

A large Toronto retail organization reports its sales of fish for the last three months of 1917 to have been valued at more than \$21,000 as compared with \$17,720 and \$9,580 for the corresponding period of 1916 and 1915 respectively.