

OLEOMARGARINE LICENSES

Consumer and the Dairy Farmer are Both Well Protected.

Arrangements have been made for the export of oleomargarine from the United States to points in Canada and the product is now on sale. Licenses to import or to manufacture in Canada became operative on Monday, December 10. Three hundred licenses to import were issued by the Veterinary Director-General under the Order in Council passed at the instance of the Food Controller, but up to date only two firms, have been granted licenses to manufacture in Canada. Many applications for manufacturers' licenses were received, but on investigation by the Veterinary Director-General's Department proposed factory and other conditions were not such as to warrant licensing for the manufacture of oleomargarine.

The regulations regarding the manufacture in Canada of oleomargarine are strict, so that the highest hygienic standard will be imperative in the factories. There must be no possible "contamination from objectionable odors from packing houses, fertiliser houses or other sources" and all machinery must be "modern and capable of easy and efficient cleaning."

Similarly in the imported article the Canadian regulations demand the strictest adherence to cleanliness in manufacture. No oleomargarine can be imported unless made under Government inspection in the land of origin, and the name and address of the maker must be printed on each package. No substitute for what is strictly known in the trade as "oleomargarine" can be imported or made in Canada, and the word "oleomargarine" must be printed on each package and label in large type, so as to prevent the possibility of oleomargarine being sold as anything else.

The Canadian regulations, therefore, protect the consumer and the dairy farmer in a way unsurpassed in any other country in the world, as they were framed to give the assurance to buyers that they were getting a wholesome product, and yet absolutely to protect dairy products from unfair competition through fraudulent practices.

The date on which licenses became effective was so arranged that all provinces were on the same business footing. Before the licenses could be issued a great deal of preliminary work was necessary. Detailed regulations were drafted by representatives

of the Food Controller's Office and the Office of the Veterinary Director General of the Department of Agriculture. These had to be printed and distributed, and the machinery for the supervision of the manufacture and importation had to be provided. Much work was also involved in the final approval of the cartons and wrappers for the oleomargarine.

Numerous inquiries were received at the Food Controller's Office and the Office of the Veterinary Director General for licenses to sell oleomargarine. Most of these came from small grocers and country stores, and the Food Controller thinks it well to repeat that no license to sell by retail is needed. The only persons requiring a license are those manufacturing or importing from abroad.

TO RELAX RESTRICTION.

Suggestions Made to Rotary Club of Ottawa.

Speaking at the luncheon meeting of the Rotary Club at Ottawa on December 10, Mr. S. E. Todd, Chief of Staff in the Food Controller's office, suggested that restrictive municipal regulations prohibiting the rearing of poultry and pigs in cities and towns might well give place now to constructive amendments looking towards an increase in the war-time food supply. In many municipalities no serious inconvenience would be occasioned to warrant objection being sustained in view of the world food shortage and the imperative need of supplies.

Mr. Todd cited the cities of Germany, where 4,000,000 pigs are being fattened, as compared with a total hog population in Canada of 3,500,000.

Referring to the price of milk in Canada, Mr. Todd pointed to the vast demand for evaporated and powdered milk in Europe since the war.

"Where our pre-war exports of condensed milk were 4,405,000 pounds, they have been 15,750,000 pounds in 1916-17. Similarly with butter. Before the war our net exports were nothing, while our net imports amounted to 2,000,000 pounds. In 1916-17 our net exports have been 7,000,000 pounds," he said.

These and similar facts explained the rise in food prices in Canada. But compared with other countries, Mr. Todd quoted figures to show that Canadian prices were lower.