

CONSUMERS' NEWS

SPECIAL MEAT RATIONING ISSUE

N^o 44

ISSUED BY THE
CONSUMER BRANCH
THE WARTIME PRICES AND TRADE BOARD
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MEAT IS EUROPE'S GREAT NEED

"Today the food situation abroad is critical. Meat is the most acute need. It is important, most important, that we help to satisfy this need during the present emergency.

"And so, I ask you to curtail your meat consumption at once. When rationing is introduced, I ask you to give it your personal support, and also to keep your consumption at the minimum necessary for adequate nutrition. I make no apology for asking your immediate help. Those who fought by our side in Europe are in trouble. They are without sufficient food. We must not give them any ground for feeling that we are indifferent to their plight or that they are being left hungry, helpless and alone. We owe this much to them. And we owe it to our fighting men to make the sacrifices which are necessary to complete the task for which they sacrificed so much.

They Need Our Help

"Tonight, parents and children in the countries which our armies have helped to liberate are in hunger and misery. If they are left helpless and hopeless we shall have jeopardized the peace so hardly won. But if we make them feel that they have friends in their time of trouble, we shall have helped to promote the kind of co-operation upon which the future peace of the world depends.

"Our former meat rationing was undertaken primarily to ensure an equitable distribution of supplies. Today, meat rationing and slaughter control have been initiated primarily to reduce domestic consumption in order to feed the hungry of Europe and so to do our fair part of a common task assumed by ourselves in co-operation with our allies. At the same time these measures will combat the threat of black market operations and strengthen the price ceiling.

Aid to Political Stability

"Proper nourishment is a pre-requisite to political stability in Europe on which economic recovery depends, and the economic recovery of Europe in turn is a pre-requisite to the stability and progress of the world as a whole, including stability and progress in Canada."

—*From address on meat conservation broadcast by Hon. J. L. Ilsley, Minister of Finance — July 16, 1945.*

The Consumer Branch is co-operating with all Government Departments in the conservation of paper. If this publication is not found of benefit to you, please advise us.

READ CAREFULLY—KEEP FOR REFERENCE

MEAT COUPON VALUE CHART

The Brown M coupons from Ration Book 5 will be used for purchasing meat.

ONE M coupon is equivalent to 8 tokens.

Any product or cut shown below has the coupon value indicated whether or not it contains dressing.

All products shown below are derived from beef, veal, lamb, mutton, pork or combinations of them.

GROUP A—1 LB. PER COUPON—2 OZ. PER TOKEN

PORK-CURED	PORK-SMOKED	COOKED MEAT
Back (sliced), boneless	Back Bacon (sliced) Side Bacon (sliced) rind on or rindless	Any uncooked Group B item (bone-in or boneless) when cooked Pork Butt, boneless Pork Ham, boneless

GROUP B—1½ LBS. PER COUPON—3 OZ. PER TOKEN

BEEF—FRESH OR CURED	PORK—FRESH
Round Steak or Roast—bone-in	Butt, Whole, Pieces or Chops (rindless)— bone in
Round Steak or Roast—boneless	Butt, Whole, Pieces or Chops (rindless)— boneless
Round Steak, Minced	Ham, Whole, Centre Slices—bone-in
Sirloin Tip—boneless	Ham, Whole, Pieces or Slices—bone-in or boneless
Sirloin Tip—Cubed or Minute Steaks—bone- less	Picnic, Hockless—boneless
Sirloin Butt—boneless	Back, Whole, Pieces or Slices—boneless
Flank Steak—boneless	Side Pork, Whole, Pieces or Slices—boneless
Strip Loin—boneless	Trimnings, Extra Lean (skinless)
Rib Roast, 7 Rib Bones (rolled whole)—bone- less	Tenderloin
Prime Rib Roast, 5 Rib Bones (rolled)—bone- less	PORK—CURED
Rib Roast Rolled, 6th and 7th Rib Bones— Inside Roll—boneless	Cottage Roll or Butt, Whole or Pieces—bone- less
Tenderloin	Picnic, Hockless—boneless
VEAL—FRESH	Ham, Whole, Pieces or Slices—bone-in or boneless
Cutlets or Fillet Roast—boneless	Ham, Centre Slices—bone-in
Strip Loin Steaks—boneless	Back, Whole or Pieces—boneless
Front Roll—boneless	Skinless Roll—boneless
Leg Roll—boneless	Ham Butt Roll—boneless
Loin Strip—boneless	
Tenderloin	PORK—SMOKED

LAMB OR MUTTON—FRESH
Frontquarter (rolled)—boneless

COOKED MEAT
Any uncooked Group C item (bone-in or
boneless) when cooked

GROUP C—2 LBS. PER COUPON—4 OZ. PER TOKEN

BEEF—FRESH OR CURED

Shank, Hindquarter—boneless
Rump Roast, Round or Square End—bone-in
Sirloin Steak or Roast—bone-in
Flank, Trimmed—bone-in
Porterhouse Steak or Roast—bone-in
T-bone Steak or Roast—bone-in
Wing Steak or Roast—bone-in
Rib Roast, 7 Rib Bones, Whole—bone-in
Prime Rib Roast, 5 Rib Bones—bone-in
Rib Roast 6th and 7th Rib Bones—bone-in
Rolled Rib Roast, 6th and 7th Rib Bones,
Outside Roll—boneless
Plate Brisket (rolled)—boneless
Brisket Point (rolled)—boneless
Rolled Shoulder—boneless
Short or Cross Rib Roast—bone-in
Blade Roast—Blade and Backstrap out—
bone-in
Chuck Roast—boneless
Neck—boneless
Shank, Centre Cut—bone-in
Shank Meat
Stewing Meat—boneless
Hamburger

LAMB, MUTTON—FRESH

Sirloin or Chump Chop—bone-in
Loin, Whole, Flank off, Kidney and Suet Out
—bone-in
Loin Roast or Chop, Tenderloin End—
bone-in
Patties

PORK—CURED

Picnic, Hockless—bone-in
Ham, Trimmed, Whole, Butt End, or Shank
End—bone-in
Side Pork, Whole or Pieces—bone-in
Shoulder Roll (skin on)—boneless
Dry Salt Belly—boneless
Dry Salt Lean Backs—boneless

PORK—FRESH

Picnic, Hockless—bone-in
Butt (rind on), Whole, Pieces or Chop—
bone-in
Butt (rind on), Whole or Pieces—boneless
Ham, Trimmed, Whole, Butt End or Shank
End—bone-in
Loin, Trimmed (rindless), Whole, Pieces or
Chop—bone-in
Side Pork, Whole or Pieces—bone-in

PORK—SMOKED

Picnic, Hockless—bone-in
Ham, Trimmed or Skinned, Whole, Butt End
or Shank End—bone-in

VEAL—FRESH

Shank, Hind—boneless
Rump, Knuckle Bone out—bone-in
Sirloin Butt Roast—bone-in
Sirloin Butt Steak—bone-in
Leg, Sirloin Butt End—bone-in
Loin, Full Cut, Flank off, Kidney and Suet
out—bone-in
Loin, Short Cut, Flank off, Kidney and Suet
out—bone-in
Loin Chop or Roast, Tenderloin End—bone-in
Loin Chop or Roast, Rib End—bone-in
Round Bone Shoulder Chop or Roast—
bone-in
Shank, Front—boneless
Neck—boneless
Veal Loaf or Patties
Stewing Veal

FANCY MEAT

Liver Kidney Sweetbread

COOKED MEAT

Any uncooked Group D item (bone-in or boneless) when cooked.
Loaves made from chopped or minced meat.
Cooked meat, jellied meat in loaf form or otherwise (excepting those
cooked or jellied meats listed in Group D).

Bologna
Wieners
Sausage, Smoked or Cooked

GROUP D—2½ LBS. PER COUPON—5 OZ. PER TOKEN

BEEF—FRESH OR CURED

Short Ribs, Braising—bone-in
Plate Brisket—bone-in
Brisket Point—bone-in
Round Bone Shoulder Roast—bone-in
Blade Roast—bone-in
Chuck Roast—bone-in
Shank, Frontquarter, Whole—bone-in
Shank Knuckle End—bone-in

PORK—FRESH

Picnic, Hock on—boneless
Loin, Rind on, Whole Pieces or Chop—
bone-in

PORK—CURED

Dry Salt Long Clear—boneless
Dry Salt Short Clear—boneless
Dry Salt Clear Back—boneless

PORK—SMOKED

Picnic, Hock on—bone-in
Jowl

GROUP D—2½ LBS. PER COUPON—5 OZ. PER TOKEN—(Continued)

VEAL—FRESH

- Shank, Hind—bone-in
- Leg, Long Cut—bone-in
- Leg, Short Cut—bone-in
- Leg, Shank End—bone-in
- Loin, Full Cut, Flank on, Kidney and Suet out—bone-in
- Flank—bone-in
- Blade Chop or Roast—bone-in
- Breast—bone-in
- Shank, Front—bone-in
- Neck—bone-in
- Forequarter, Whole, 7 Rib Bones—bone-in
- Rack, Whole—bone-in
- Rack, Shoulder off, Knuckle Bone out—bone-in

LAMB OR MUTTON—FRESH

- Leg, Full Cut, Whole or Half—bone-in
- Leg, Short Cut—bone-in
- Loin, Whole, Flank on, Kidney and Suet out—bone-in
- Loin Rib Roast or Chop—bone-in
- Flank—bone-in
- Frontquarter, Whole or Half—bone-in
- Rack or Shoulder, Neck on—bone-in
- Rack or Shoulder, Neck off—bone-in
- Rack or Shoulder Chop—bone-in
- Breast—bone-in
- Neck—bone-in

COOKED MEAT

- Any uncooked Group E item (bone in or boneless), when cooked.
- Brawn or Headcheese
- Liver Sausage, all types
- Blood Sausage, all types
- Cretons Francais.

SAUSAGE—FRESH OR CURED

- Pork Sausage
- Commercial Sausage

GROUP E—3 LBS. PER COUPON—6 OZ. PER TOKEN

PORK—FRESH

- Lacone, bone-in
- Hock, bone-in
- Jowl

FANCY MEAT

- Heart
- Tongue

PORK—CURED

- Hock, bone-in
- Mess Pork, bone-in
- Short Cut Back, bone-in
- Jowl

CANNED MEAT (in sealed containers)

Sausage.....	1—14 oz.	container 4 tokens
Comminuted (ground) Pork.....	1—12 oz.	“ 3 “
Comminuted (ground) Pork.....	1—16 oz.	“ 4 “
Roast Beef.....	1—16 oz.	“ 4 “
Stews, Boiled Dinners, Hashes.....	1—15 oz.	“ 2 “
Stews, Boiled Dinners, Hashes.....	1—16 oz.	“ 2 “
Pork Tongues.....	1—12 oz.	“ 3 “
Meat Sandwich Spread.....	1— 7 oz.	“ 2 “
Meat Sandwich Spread.....	1— 3 oz.	“ 1 “
Ox Tongue.....	1—32 oz.	“ 1 coupon
Meat Balls.....	1—16 oz.	“ 3 tokens
Beefsteak with Mushrooms.....	1—16 oz.	“ 3 “
Beefsteak with Onions.....	1—16 oz.	“ 3 “
Beefsteak with Kidneys.....	1—16 oz.	“ 3 “

MEAT PIES

For any size of meat pie..... 8 oz. per token

SOURCES OF PROTEIN

Meat is important primarily because of its protein value. Protein is a tissue builder and repairing agent, necessary to the diet of every member of the family.



Canada's larder is stocked adequately with other valuable sources of proteins—milk, cheese, eggs, fish and poultry. These foods have everything that meat has.

The Advisory Committee on Nutrition of the Foods Administration, composed of leading medical authorities and nutritionists, says: "A ration allowance of two pounds of meat (carcass weight) per person per week, plus customary and available amounts of milk, eggs, cheese, fish and poultry, gives more protein from animal sources to satisfy nutritional requirements than is required for a person of any occupation."

Nutritionists point out that a child of 10 normally gets about 40% of his protein from milk, 25% from fish, meat, eggs, and nearly 25% from cereals.

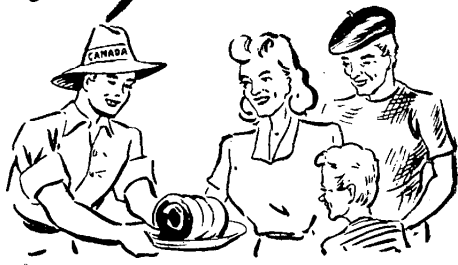
Extra protein may be obtained by increasing the quantities of cereals, dried beans, peas and peanut butter served to the family.

COUPON AND TOKEN CALCULATOR

Read down the first column to the weight of the cut being sold, then read across to the correct group column which will show the number of coupons and tokens to be paid by the consumer. Any amount between the ounces shown on the chart takes the token value for the next higher ounce shown.

MEAT PURCHASED	COUPONS & TOKENS TO BE COLLECTED BY RETAILER									
	GROUP A		GROUP B		GROUP C		GROUP D		GROUP E	
	Coupons	Tokens	Coupons	Tokens	Coupons	Tokens	Coupons	Tokens	Coupons	Tokens
— 2 oz.	—	1	—	1	—	1	—	1	—	1
— 3 oz.	—	2	—	1	—	1	—	1	—	1
— 4 oz.	—	2	—	2	—	1	—	1	—	1
— 5 oz.	—	3	—	2	—	2	—	1	—	1
— 6 oz.	—	3	—	2	—	2	—	2	—	1
— 7 oz.	—	4	—	3	—	2	—	2	—	2
— 8 oz.	—	4	—	3	—	2	—	2	—	2
— 9 oz.	—	5	—	3	—	3	—	2	—	2
— 10 oz.	—	5	—	4	—	3	—	2	—	2
— 11 oz.	—	6	—	4	—	3	—	3	—	2
— 12 oz.	—	6	—	4	—	3	—	3	—	2
— 13 oz.	—	7	—	5	—	4	—	3	—	3
— 14 oz.	—	7	—	5	—	4	—	3	—	3
— 15 oz.	1	—	—	5	—	4	—	3	—	3
1 lb. 0 oz.	1	—	—	5	—	4	—	3	—	3
1 lb. 2 oz.	1	& 1	—	6	—	5	—	4	—	3
1 lb. 4 oz.	1	& 2	—	7	—	5	—	4	—	3
1 lb. 6 oz.	1	& 3	—	7	—	6	—	4	—	4
1 lb. 8 oz.	1	& 4	1	—	—	6	—	5	—	4
1 lb. 10 oz.	1	& 5	1	& 1	—	7	—	5	—	4
1 lb. 12 oz.	1	& 6	1	& 1	—	7	—	6	—	5
1 lb. 14 oz.	1	& 7	1	& 2	1	—	—	6	—	5
2 lbs. 0 oz.	2	—	1	& 3	1	—	—	6	—	5
2 lbs. 2 oz.	2	& 1	1	& 3	1	& 1	—	7	—	6
2 lbs. 4 oz.	2	& 2	1	& 4	1	& 1	—	7	—	6
2 lbs. 6 oz.	2	& 3	1	& 5	1	& 2	1	—	—	6
2 lbs. 8 oz.	2	& 4	1	& 5	1	& 2	1	—	—	7
2 lbs. 10 oz.	2	& 5	1	& 6	1	& 3	1	—	—	7
2 lbs. 12 oz.	2	& 6	1	& 7	1	& 3	1	& 1	—	7
2 lbs. 14 oz.	2	& 7	1	& 7	1	& 4	1	& 1	1	—
3 lbs. 0 oz.	3	—	2	—	1	& 4	1	& 2	1	—
3 lbs. 2 oz.	3	& 1	2	& 1	1	& 5	1	& 2	1	& 1
3 lbs. 4 oz.	3	& 2	2	& 1	1	& 5	1	& 2	1	& 1
3 lbs. 6 oz.	3	& 3	2	& 2	1	& 6	1	& 3	1	& 1
3 lbs. 8 oz.	3	& 4	2	& 3	1	& 6	1	& 3	1	& 1
3 lbs. 10 oz.	3	& 5	2	& 3	1	& 7	1	& 4	1	& 2
3 lbs. 12 oz.	3	& 6	2	& 4	1	& 7	1	& 4	1	& 2
3 lbs. 14 oz.	3	& 7	2	& 5	2	—	1	& 4	1	& 2
4 lbs. 0 oz.	4	—	2	& 5	2	—	1	& 5	1	& 3
4 lbs. 2 oz.	4	& 1	2	& 6	2	& 1	1	& 5	1	& 3
4 lbs. 4 oz.	4	& 2	2	& 7	2	& 1	1	& 6	1	& 3
4 lbs. 6 oz.	4	& 3	2	& 7	2	& 2	1	& 6	1	& 4
4 lbs. 8 oz.	4	& 4	3	—	2	& 2	1	& 6	1	& 4
4 lbs. 10 oz.	4	& 5	3	& 1	2	& 3	1	& 7	1	& 4
4 lbs. 12 oz.	4	& 6	3	& 1	2	& 3	1	& 7	1	& 5
4 lbs. 14 oz.	4	& 7	3	& 2	2	& 4	2	—	1	& 5
5 lbs. 0 oz.	5	—	3	& 3	2	& 4	2	—	1	& 5

Why meat rationing is necessary



The four main reasons for the Government's decision to reimpose meat rationing were given by the Prime Minister on July 6. These are: The utmost urgency of increasing shipments to the liberated countries; the needs of the war in the Pacific; heavily increased demands in connection with troop movements and ships' stores—and a serious decline in Canadian livestock slaughtering in inspected plants.

Despite the ending of the war in the Pacific, forces in that vast area must still be supplied while awaiting repatriation or on occupation duty.

Regularly inspected plants are the only sources from which the Government can obtain supplies of meat for shipment overseas, and for the Armed Forces—including, of course, supplies for ships and trains carrying troops. Latterly there had been a trend for livestock to be diverted into non-inspected slaughtering channels and away from the regularly inspected plants. In order, therefore, to maintain a proper balance between domestic and export requirements, control of all slaughtering was imposed on July 9.

At this time, when the need is so great, there has been a sharp decrease in the output of meat in such important producing areas as Australia, Argentine and South Africa, which have been affected by droughts.

Inside Europe

Here are facts from reports compiled by the Combined Food Board of the United Nations and other official sources. From these statements one may picture the suffering being endured by millions of hungry men, women and children:

FRANCE:—In the cities the meat shortage is worse than at any time during the past five years—serious though it was through that period. The ration at present is one-tenth of a pound per week, about equal to one thin slice of ham—"if you can get it." Throughout France 15 million people lack food necessary for ordinary health. Under the German occupation, France lost two million head of cattle alone.

BELGIUM AND THE NETHERLANDS: The official ration (at the time this issue goes to press) is less than the minimum, which would constitute an emergency diet wholly insufficient to maintain a working population. Average daily adult rations in European Countries, including domestic produce and imported foodstuffs, are scarcely more than half the average adult consumption in the North American Continent. On this basis severe hardship is inevitable, and those who fought by our side in Europe are suffering hunger and misery.

NORWAY:—Fair supplies for the next month or two are reported, but the population faces a grim winter like the rest of Europe.

GREECE:—The Greeks have suffered severely. Their agricultural production is down to 25% of pre-war; they have lost 65% of their sheep and 90% of their hogs and poultry.

CZECHOSLOVAKIA: The country's livestock is far below pre-war level.

The **BRITISH** ration level is now reduced to a point lower than at any time during the war. Even if Britain's present contracts from other countries are filled, well over 400 million pounds of meat will be required from Canada to provide for the needs of the Armed Forces which are supplied from the United Kingdom and to meet the present lower civilian ration. A committee of the Combined Food Board of the United Nations recently reported that "further reductions in the United Kingdom diet would give rise to apprehension about possible effects on the work output, health and morale of the civilian population."

HOW YOU CAN HELP IN MEAT RATIONING

To you and every other loyal Canadian citizen, meat rationing offers a challenge and an opportunity for service to your country and to humanity. The fact that you are a reader of Consumers' News proves that you are anxious to do your part in upholding all necessary measures. Please pass on to others the information in this issue,—tell them about the chart and the handy calculator, which will be on display in stores selling meat.

MEATLESS DAYS

Housewives should make it a point of honor to observe two meatless days each week in their homes. Rationing of meat will not do away with this moral obligation. Every meatless meal means a little meat for someone who needs it desperately.

Public eating places will continue to be prohibited from serving meat on Tuesdays and Fridays. This regulation does not apply, however, to certain quota users such as hospitals, and mining and logging camps. It is estimated that the two meatless days will save one million pounds of meat each week.

MEAT IN LOCKERS

Consumers storing meat in lockers will be required to declare their holdings of meat when consumer rationing is reimposed. A declaration form, available from the locker operator, must be completed and filed with the Ration Administration's local branch. With the declaration form, coupons must be surrendered for all meat held in lockers over and above 4 pounds for each person in the household at the rate of one coupon for every two pounds. However, not more than 50% of the "M" coupons in the possession of the consumer and his household need be surrendered.

RATION CALENDAR

Because the date on which meat rationing will be resumed has not been fixed as this issue goes to press, it is not possible to include the September ration calendar. Readers will find the calendar in their daily newspapers and are advised to clip it for reference. It is a good idea to fold the clipping and keep it in the ration book. And, as you know, the dates when coupons become valid are announced over the radio.

IDEAS FOR THE COOK

When meat rationing was introduced in Canada in 1943, suggestions for making the most of the ration were given in a leaflet, "The Meat Folder." Any homemaker who did not obtain a copy at that time may secure one by writing to the Dominion Department of Agriculture, Ottawa, but because of the urgent need for saving paper, consumers who received one when first issued are asked to hunt it up rather than write for another copy.

THE RE-MAKE CENTRES

Re-Make Centres will launch an expanded programme to help conserve clothing and textiles in general when they reopen in September.

NOTE FOR QUOTA USERS

After meat rationing is resumed, quota users and hotels will be required to collect from the ration books of their residents 4 valid meat coupons at the end of every four weeks of continuous residence, along with 3 valid butter coupons, 1 valid sugar coupon and 2 valid preserves coupons as at present.

NO SEPTEMBER ISSUE

Because of this special number of Consumers' News, there will be no September issue. Paper which otherwise would have been available for printing September Consumers' News has been used for this edition, the Consumer Branch having felt that the fullest possible information on meat rationing should be given readers at this time.

Facts about the Meat Ration

Sometimes you hear that the consumer meat ration is to be two pounds per person per week, and at other times that it will be one and one-third pounds. Both statements are correct. The ration will average two pounds including bones, or one and one-third pounds without the bones.

The actual amount per coupon will vary from one pound to three pounds, depending on the group in which the particular meat is classified. For the coupon values of the different cuts, refer to the chart printed on the opposite side and when you have finished reading this issue, be sure to tack the chart on your kitchen wall for reference each time you go shopping for meat, or place it where it will always be available. Do not discard or mislay this chart. You are going to need it. On every shopping list, make notes of the coupon values of the cuts you wish to buy—don't expect a busy merchant or clerk to do your arithmetic!

A special chart for Kosher meat has been prepared for Kosher meat stores.

Details of the Ration

The meat rationing system is to be more comprehensive than when it was in force previously, because all processed and fancy meats will be included.

Rationed meats are all the "red" meats (beef, veal, lamb, mutton, pork), and all cooked, canned and fancy meats such as liver, kidney and heart.

The following will remain **unrationed**:—

Beef—brain, head, tail, blood, tripe.

Calf—brain, head.

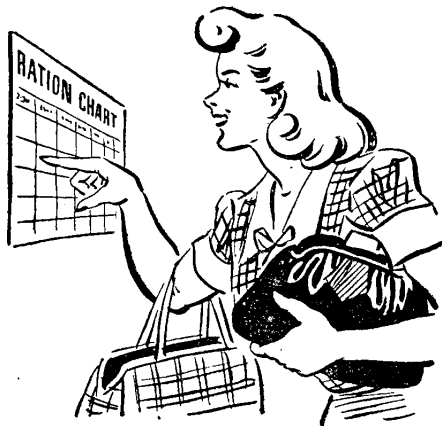
Pork—brain, head, tail, pigs' feet, sparerib.

Lamb—brain, head, tail, fries.

Poultry, game, fish (canned or fresh).

The brown "M" coupons in Ration Book 5 will be used for meat.

One "M" coupon will become valid each week. Meat coupons will be valid until declared invalid by the Board's Ration Administration.



The Helpful Token

The use of tokens is being introduced in connection with meat rationing. Tokens will be used to make change, when a purchase of meat is less than the full value of the coupon, and can be used later to make purchases of other amounts of meat.

Tokens will be of benefit to the consumer who buys meat in small quantities, such as a person living alone and those who lack refrigerating facilities. Their use also reduces the work of handling coupons by the retailer to only one coupon per week per customer under the new system, instead of the previous two coupons.

One meat coupon will equal eight tokens. No consumer may be given more than seven tokens change at one time, as there is no reason why any consumer would need to have more than seven tokens on hand. The merchant may not exchange tokens for meat coupons unless a sale of meat is involved. For example:—If a consumer buys a 4½ lb. roast in Group C, she will give her retailer 3 coupons and receive six tokens in change, which she can use on her next visit to the store.

The tokens will be slightly larger than nickels. They will be of blue firewood composition, similar to the United States ration tokens. The words "Canada Ration" and "Meat-Viande" will be stamped on both sides. There will be a small hole in the centre.