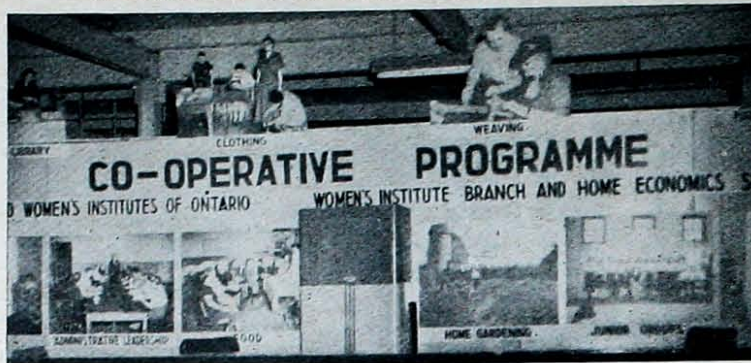


WOMEN'S INSTITUTE BRANCH EXHIBIT



This exhibit will be available after the ploughing match for a limited number of Fairs. (Photo courtesy Middlesex Seed Fair)

homemakers. Have we been sufficiently active in this field? Since September, 1947 we have had a unique organization in Canada, the Canadian Association of Consumers, for the pooling of women's opinion in all matters connected with their large function as consumers and spenders of our homes' incomes.

"As a nutritionist, I find myself perhaps particularly interested in economic problems relating to food. I was greatly struck recently to read of the introduction in the United States senate of a Food Allotment Bill whereby the food-buying power of the low income group of consumers would be raised or maintained at an adequate level. Already the economist of the Canadian Federation of Agriculture has been proposing similar methods of maintaining the market for farm products should we be faced with a period of deflation.

"Under the Food Allotment Plan a family can purchase for forty per cent of its monthly income, a food coupon book which will purchase sufficient food each month for an adequate diet. Each month or so, at least semi-annually—calculations are made to determine how much it costs to buy a specified adequate diet for different sized families. Let us say, for example, it costs \$60. for the specified diet this month for a family of four, with a declared income of \$100. Thus, for forty per cent of the monthly income, or \$40. the family can purchase the \$60 food coupon book. The difference between the \$60 and the cash paid by the family for the coupon book, is made up out of the Federal Treasury. In other words, the country would be subsidizing food consumption of low income groups, thereby preventing malnutrition and helping to prevent the piling up of so-called 'surplus' food and at the same time keeping the vital farm economy solvent."

Discussion Groups

At the end of the morning session the assembly broke up into 8 discussion groups to discuss various topics coming out of the mornings addresses. The topics and findings are listed below:

I. SO YOU WANT TO BE A FARMER, SON!

All agreed that growing up on the farm was the greatest help in preparation for a boy to be a farmer. From early childhood boys learn the how and why from their Dad, they have their own responsibilities, giving them a sense of belonging to the farm unit.

Give a boy something of his own whether it be a bantam, a lamb or a calf, but let it be his own. His responsibility to care for and his proceeds if sold.

If he chooses to leave the farm, let him go willingly. He may come back of his own free will and when he does, he will be satisfied and ready to make a good job of farming.

The farm family members should organize their work so as to leave most evenings free for recreation and diversion.

Father and son agreements as to division of work, division of expense, amount of profit to go back into the farm, amount for personal use, housing when there are two families—all were considered very important by this group.

II. THE FARM WIFE LENDS A HAND

The group found the subject covered a large area of thought. The demands on the housewife were as many as the subject was extensive. In reporting, the secretary itemized the points as follows,—

(1) We were reminded of the Women's Institute motto "For Home and Country" and that the wife's first consideration is the home. The basic essential of home is co-operation between husband and wife with the wife helping outside, whenever and wherever she is needed. (2) Lending a hand in a pinch is something that the wife

realizes to be important for she truly believes that the growing of food is necessary for "Food is the ammunition of Peace". (3) Health is an important factor for the wife to consider. It governs the amount of outdoor work and community activity she can try to accomplish. It was strongly recommended that in becoming a Women's Institute member the farm wife would receive the necessary stimulus for her mental outlook. So she should avail herself of the opportunity of belonging to the organization and she should protect and cherish her health at all times. (4) She lends a hand to herself and her family by studying legislation and how it can affect them. (5) Through the radio, press and in meetings she can lend a hand so that youth will be conserved from those things that would be dangerous to their well-being. (6) She can encourage girls in club work by giving leadership in the homemaking and garden clubs. She should study these (7) It is her duty to see that the home is open to her friends, those of her husband and the children's companions. The group were all unanimous in their opinion, that cranky mothers and highly polished floors do a great deal to cause juvenile delinquency and to drive youngsters off the farm. (8) She should express the dignity of farm life and labour in the community and urban centres and aim to create a good feeling between rural and urban folk.

Through the farmer's wife lending her hand, she is giving encouragement, cheerfulness, hopefulness and appreciation of farm life. Homemaking is not a hobby but the very essence of our living.

III. THE RELATION OF SOIL TO THE LIFE OF OUR PEOPLE

The matter of soil deficiency was discussed. It was felt that the poor quality of grain and vegetables which directly affects our physical health was due in no small part to soil deficiency. The prevalence of dental decay, rickets in children, the diseases among cattle and swine—all partially resulted from lack of proper elements in the soil.

Towards improvement, the use of commercial fertilizers, barnyard manure and straw were recommended. A systematic crop rotation was advocated and soil analysis emphasized. Continuous cash crops should be discouraged and crops for domestic consumption should be grown.

The group recommended that the Department be advised of our desire to continue and add to the research as to the value of adding minerals to the soil and the relationship between that and our economic conditions.

IV. THE PLACE IN OUR AGRICULTURAL PROGRAMME FOR PROJECTS DEALING WITH ECONOMICS

This group chose conservation for their topic.

Preserving our land by proper use of fertilizers to maintain soil fertility as required for production of grains, vegetables, etc. of highest nutritive value to humans and livestock was stressed.

Proper soil testing, it was felt, is very necessary as a guide to fertilizer requirements. It was decided that it was poor policy to dispose of or sell any of the natural farm yard fertilizer, even though supplemented by commercial fertilizer. Where livestock do not fit into the specialized farming, e.g. fruit growing, it was felt that legumes could be sown and ploughed in as green crop to enrich the soil.

Co-operation with Farm Forums, Federation of Agriculture, etc. in securing good speakers to discuss Conservation was stressed.

Wives should study bulletins and pass the information on to their husbands.

Improved distribution of marketing was considered a great need when surplus produce piles up and government or co-operative owned and controlled dehydration plants to take care of perishable products would help.

Education in co-operation in all its phases can be of great value. It was suggested that all should join the Canadian Association of Consumers to help bring about better relationship for Home and Country.

V. CONSERVATION OF YOUTH

How do we keep youth satisfied on the farm?

Through family discussion and agreement. Talk over financial matters with the family. Discuss income and expenses, i.e. if son wants a car, an intelligent grasp of the situation will help him to understand.

Make farming a partnership. Sharing profits is most essential.

Investigate pig clubs, calf clubs, etc. Many a start given in this way has led to the establishment of a good herd.

Payment for work done in holiday time was another solution, the children investing the money under parents supervision.

Need of more fun and more social life is partially met by Junior Farmers and Junior Institute organizations. The scope of these is much wider than formerly.

While young people are growing up they should be developed into intelligent partners in work and pals in play and if this were done there would be fewer old couples left alone on Ontario farms.

"Take these ideas back to your Institutes and try to carry them out. Words without action are meaningless," the group reporter concluded.

VI. HOME BEAUTIFICATION

This was considered chiefly from the point of exterior of homes. This should be on a co-operative basis between husband and wife. In order to interest the man of the house it was suggested that the wife start the job and do it so poorly that her husband would come to her rescue.

It was decided the chief object should be neatness. Improvements in appearance could be made by foundation planting, perennial borders. For a cheap and satisfying outlay petunias are good. For very dry, hot ground portulaca serves well.

A neater countryside can be had by removing tumble down buildings and fences. The erection of bird houses and baths encourage our native birds. Have a corner in the garden for native wild flowers which are disappearing.

The country women should see that the names are clearly printed on mail boxes.

Urban people should be educated to keep our country roads clean and not dump trash there. Also they should be taught to respect private property in the country. Weeds should be destroyed.

This group wish the following recommendation to go forward: "That each Women's Institute make a project this year of destroying all old trees that are beyond their usefulness for a dual purpose of making a more beautiful countryside and destroying destructive insects and diseases".

(This recommendation was later passed by the conveners in session.)

VII. HOW TO INCREASE CONSUMPTION OF DAIRY PRODUCTS

In Canada since 1946, the consumption of milk per person has declined, but over all consumption has increased due to our increase in population. Approximately one quarter of our milk is sold as fluid milk. Therefore three quarters might be classed as surplus and goes into powdered and condensed milk, skim milk, cheese, butter, flavored and sweetened milk drinks, etc. The fluid milk is the most profitable to our farmers, so we should endeavor to increase the consumption. Out of each \$1.00 paid by the customer for milk 55c only goes to the farmer.

This year we are especially interested in promoting improved nutrition for children and if we are to carry out our policy, we must encourage greater consumption of milk and milk products. Through dental surveys we find that because of the discontinuance of sales of carbonated beverages and chocolate drinks in school cafeterias and the substitution of fluid milk, dental health of school children improved. Chocolate milk causes rapid decay of tooth enamel.

A lower cost to the consumer would increase sales of fluid milk and various ways in which the cost of handling could be reduced were suggested.

(1) Where refrigeration was adequate milk could be purchased in gallon containers and carried home. This reduces the cost and is a common practice in the U.S. (2) The new square bottles, now coming into use, effect a saving in storage and delivery space. (3) The food stores could handle milk at a 1c or 2c lower price per quart than when delivered. In the U.S. 72% of milk sales are handled through stores on a cash and carry plan.

Fluid milk, in small size containers, served ice-cold, would stimulate the sale of our most important and healthful food.

From a health standpoint we should educate our people to use milk wherever possible; not overlooking the value from a nutritional standpoint of skim milk and buttermilk, when the fat content of whole milk is not needed or desired. Books of milk tickets, sold to consumers would save much time in delivery.

VIII. THE FOOD ALLOTMENT PLAN.

The women felt that the food allotment plan had several good points.

Taking for example an income of \$100.00 per month, \$40.00 of this is the food allowance. If, however we find the food bill is \$60.00 for that period, you can purchase a food coupon book. You pay \$40.00 for this book but may be allowed \$60.00 worth of food. This book is for food only and is a form of subsidy for both buyer and seller. This is applicable to sections of the U.S.

Mrs. F. E. Wright, Dominion President, Canadian Association of Consumers in her address said: "Canada is (Continued on Page 5, Col. 1.)