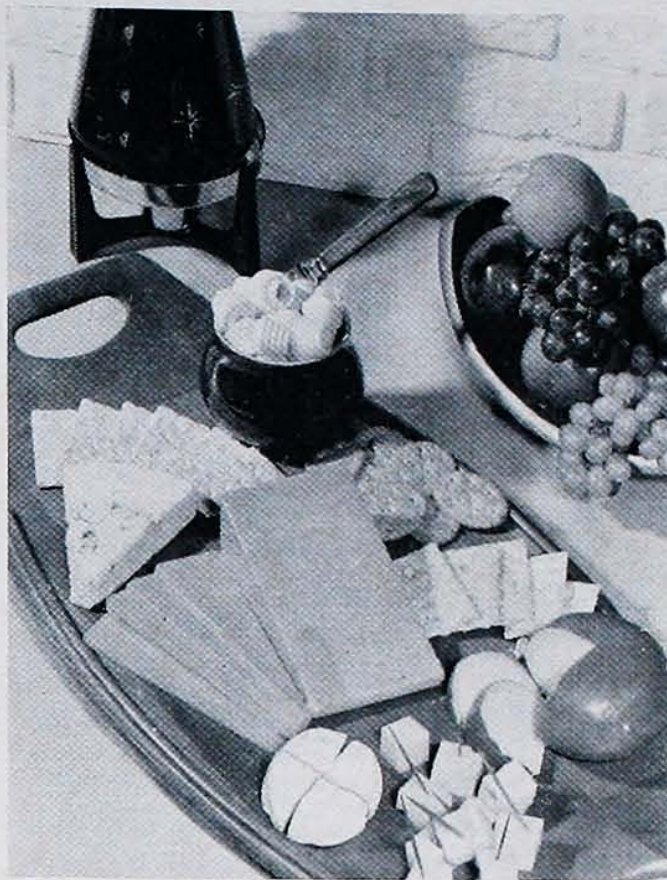


The Cover Story

ONE HUNDRED YEARS AGO the first cheese factory in Canada began producing Cheddar Cheese at Norwich, Ontario in Oxford County. Today it's a thirty million dollar industry in the province, producing eighty-three million pounds of cheese and more than forty varieties. The cheese tray on the cover presents six kinds of cheese, an assortment of crisp crackers and a colorful arrangement of fresh fruits. This combination is proving immensely popular as a dessert alternative or as a savory climax after a sweet. With a cup of steaming coffee, it's a hit with men and women for late evening refreshments, and it provides the table decoration as well as the dessert on many a buffet table.

The Home Economics Service current training School "Desserts" features a cheese tray and leaders across the province report that this always makes a hit when they arrange one for their local classes and that more and more people are trying new varieties. One woman writes that since the cheese tray was introduced in their community the cheese counter is one of the most popular places in the chain store. Have you tried the six varieties



Cheese tray photographed for the Ontario Department of Agriculture's exhibit at the British Food Fair in 1962.

pictured on the cover? Can you identify them? They're named in the Special Programs and Projects section in this issue.

badge for F.W.I.O. This, too, is being designed by Birks.

The subject of the F.W.I.O. Safety Project for 1965 is "Safety With People"—a study of human relations. Mrs. N. Vickruck again to be chairman.

The A.C.W.W. Conference will be held in Dublin, Ireland, September 14-24. Mrs. L. R. Trivers will lead the Ontario delegation and Mrs. Lymburner will assist. At this time not too much information is available, but as time goes on, information will be forthcoming. Ontario has been allowed six voting delegates and two accredited visitors.

The Area Convention dates will be set later in the autumn because of the A.C.W.W. Conference. Convention areas can understand that because the president will be in Ireland during the latter half of September, it will be appreciated if convention committees will accept the dates Mrs. Trivers and Miss McKercher will set.

The annual Board Meeting will have to be moved up into January. The semi-annual

Board Meeting will be held at Guelph University April 27-30.

The Officers' Conference for all branches, with a delegate to be chosen from the offices of Curator, President, Secretary or P.R.O. will be held May 12-13 at Guelph University.

Closing date for the International Scholarship Fund is April 30, 1965. During the week of the Board Meeting, the Minister of Agriculture, the Hon. W. A. Stewart, gave a dinner at the Royal York in honor of the F.W.I.O. Board Directors, Conveners and special guests from the Department. During the evening, F.W.I.O. honored the retiring secretary, Mrs. Holder, presenting her with a pearl necklace and earrings.

Mr. Stewart spoke briefly on his trip to the United Kingdom last summer in connection with the Trade Mission, telling the background and current conditions surrounding the marketing of Ontario food and agricultural products.

Names of officers elected are given on the Contents Page of this issue.