

ROYAL WINTER FAIR ANNUAL MEETING, MARCH 14, 1973

Mrs. George Henderson

The Royal Agricultural Winter Fair once again proved itself "Canada's Show Window of Agriculture" when it celebrated its "50th Year" in 1972. Exhibitors from all across Canada and from overseas submitted 17000 entries in the 23 divisions of the show. Sir Peter Hayman, British High Commissioner to Canada, officially opened the Fair.

The R.C.M.P. Musical Ride, absent for 5 years, was an outstanding success and the enlarged Horse Show had a new look. The cattle shows drew many visitors including a 300 person group from Italy who purchased a seven month Holstein calf for \$3,100. The flower show had a special theme of fifty years ago and "Food Festival 50" took viewers back to the bustling market square of a small Canadian town of 1922.

In a report, General Manager John Moles, said that farming is still a major industry and affects more people than is generally realized. Although only one family in three derives all or part of its income from agriculture, only 6.8% of our population is now engaged in primary agriculture.

Concluding his report, Mr. Moles said, "From the top six inches of man and from the top six inches of soil comes all our energy in the form of food and fibre."

CONSUMERS' COMMITTEE ONTARIO FOOD COUNCIL

Mrs. Emerson Emke

Meetings were held in December and February at which the thought was expressed that the general public is unaware of the work of the Food Council. Some suggestions for improved communications were that Conveners of Family and Consumer Affairs Committees should be given material to use in meeting programs and to distribute; promotional material should be given with products, through supermarkets, on television programs, in newspaper columns etc.

Mr. D. E. Williams, Chairman of the Ontario Food Council, felt that the general public is not aware of the complexity of the food marketing system and, therefore, did not understand the reason for price increases. He said that fact sheets are being prepared in an attempt to explain the price structure of beef and dairy products, and processed fruits and vegetables for consumer information.

It was reported that there are 8,000 consumers in the Mail a Menu Service. There is good contact with rural consumers but only 18% of the urban population is aware of the availability of Government Publications.



Mrs. Wm. G. Miller, Secretary-Treasurer for the Federated Women's Institutes of Ontario.

HARSHMAN CONFERENCE "FOOD IN A CHANGING SOCIETY"

Mrs. Clarence Diamond

The first Harshman Conference, a continuing education program sponsored by the College of Family and Consumer Studies in cooperation with the Harshman Foundation, was held at the University of Guelph in November 1972. Attended by invitation only, it brought together approximately 75 representatives from government, health, and research departments, food companies, consumer specialists, and private agencies concerned with health. Mrs. Clarence Diamond represented the Federated Women's Institutes of Ontario for the president, Mrs. Harvey Noblitt.

Concern was expressed by Mrs. Diamond because although one speaker labelled Agriculture as the single most important part of the Food Industry, there were no representatives of the agricultural industry present.

Some speakers were: Mr. R. S. Hurlburt of General Foods Ltd. who said that nutritional knowledge is available today which if applied, could reduce heart and vascular diseases by 25%.

Mrs. Anne Callagan, College of Family Studies, University of Guelph, discussing the main features of family change.

Dr. L. Lloyd, University of Manitoba, who stressed the harmful effects of over nutrition because of our sedentary life.

Dr. N. W. Tape, Research Co-ordinator for Canada, Department of Agriculture, who said that he felt that more research is needed for the reduction of micro-biological hazards and praised strict regulations for food safety.