

CONSUMER COMMITTEE MARKET DEVELOPMENT BRANCH

Mrs. Donna Holmes, member of the Committee reported the 16 member group, primarily draw consumer concerns to the attention of government and industry.

Through the committee work, they learned about Foodland, its purpose and the role it plays in the marketplace.

One of the main questions and concerns of the committee is "analogs". The two questions generating for discussions were (1) should analogs be permitted as replacements in all food products in the near future? (2) If analogs are permitted should they be defined and regulated to prevent consumer deception?

After discussion at the Board meeting it became apparent that it is inevitable that analogs will be permitted as replacements for all food products in the near future. The Board believes it is essential that they be defined and regulated to prevent consumer deception.

Consumers should be provided with factual, unbiased information, easily understood by lay persons, in order that they are better able to make wise nutrition decisions and maximize their food dollars. The Board sees the Ontario Ministry of Agriculture and Food playing an important role in the dissemination of such badly

needed information as Consumers are already bombarded with much conflicting nutritional information, which often requires explanation and clarification.

It is the sincere hope of the Board that the Government of Ontario will insist that (a) the manufacturers of analogs carry out extensive research to ensure they cause no long-term harmful effects to humans if ingested and (b) urge the Federal Health Protection Branch to carefully monitor all analogs before they reach the grocery shelf.

COALITION TO PRESERVE FOODLAND

Concern was expressed by a local group that 12,000 acres of farmland in Mississauga is almost entirely surrounded by urban growth and that an extremely high population projection for that area is in the plans.

The Montrose Dam project was also discussed with its detrimental effects and possible alternatives to the proposed building of the dam by the Grand River Conservation Authority to provide water for Kitchener Waterloo. It is reported it will remove 4650 acres of land 70% of which is class 1 and 2.

A Niagara Peninsula group reported their group is trying to save some 7000 acres of tender fruit and grape land, from black top and buildings for regional development.

ACWW

It has been suggested that each Constituent Society will plan a pre conference tour of the ACWW flag, in order to publicize ACWW and raise eight million pennies for Pennies for Friendship.

FWIO Board accepted a recommendation that there are to be no further donations to ACWW from the International Scholarship Fund until the scholarship meeting at the Annual Board Meeting. Mrs. Diamond will investigate and bring back further details from the Council in July. Immediately after the semi-annual meeting a letter was received from the secretary of ACWW projects committee stating that the donation of \$2000.00 for the supplementary child care project in India is already at work. Many nutrition demonstrations and health checkups have been held and an eye camp with help of eminent eye specialists is scheduled. From India the chairman, Mrs. W. Ahmed wrote that she hopes to have photographs and a progress report for FWIO later.

16th TRIENNIAL CONFERENCE
May 11-23, 1980

The ACWW 50th Anniversary Jubilee Conference
Congress Centrum, Hamburg, Republic of Germany
Theme—Forward Together

Registration 80 Deutsche Marks
Hostess Fee 150 Deutsche Marks

Those contributing or life members interested in attending must write to the ACWW office, London,

England for registration forms and all details will be sent. To those who have written and are wondering why they have not received forms, please be assured they will be forthcoming but are delayed awaiting final conference information from Hamburg, Germany.

Pre and post Conference tours of one week duration are being arranged in the Federal Republic of Germany and that information will be sent also with your registration forms when you apply. Do follow registration instructions carefully as all fees must be paid in advance to Hamburg not to ACWW.

Plenary sessions will include address by World President, reports of work in last triennium, policy, budget, resolutions and recommendations, election of officers for 1980-83 and the finale of ACWW world flag tour including presentation of sum total of Pennies for Friendship collected during the pre conference tour of the flag.

Study sessions on the quality of life will deal with "WOMEN IN THE COMMUNITY"

- (a) rural women and the urban drift,
- (b) women in public life,
- (c) fulfillment through leisure activities.

"TOMORROW'S WORLD" under headings

- (a) women's role in Agriculture,
- (b) pollution of environment,
- (c) sources of energy.

One session will be devoted to ACWW's co-operation with the United Nations.