

FWIC

WAKE UP TO PRODUCER-CONSUMER RELATIONS

How much did you pay for a loaf of bread?

The farmer received probably around \$4.20 a bushel for the wheat. Fifty loaves of bread could be made from that bushel of wheat.

From the bushel of wheat, approximately a quarter will go into bran and shorts and middlings for animal feed. Around 65% of the flour milled is used by bakeries with about 22% for home use and around 13% made into sauces, thickeners, etc.

Did you know, that the box of cereal you buy, there will be more money tied up in the packaging than in the ingredients?

What are you doing for your Producer-Consumer Relations meeting?

We are aware of the high costs for the Milling Companies, the Bakeries, the Supermarkets. It might be a most interesting project for your Branch to visit a grain farm, milling company, bakery, supermarket and follow the grain of wheat step by step. Certainly you will become a more informed citizen.

What type of soil will yield the best corn? What products do we derive from cattle? How many Cadillacs equal the value of one farm combine? What chemicals can be safely used in crop production? How do these chemicals affect the delicate balance of nature?

Another thought worth considering. Why does the Consumer only want to buy spare ribs and pork chops and not the other cuts of pork?

Does the Consumer know the difference between a steer, a veal calf or a bologne bull? Or the difference between a boar, a weaner or a sow, — are they all just hogs?

There are any number of questions to be asked, answers to be sought and discussions to provide understanding of both sides of the question.

Arrange a Seminar or open meeting for your community or District. Invite a Producer, Consumer, Marketing Board Representative, Supermarket Representative, Implement Dealer, and on and on the list of ideas can go, depending on the study you wish to conduct.

The results of such a study might end up as a resolution, a brief, but if not, in the form of a *report mailed to your local FWIO Board Director, by September 30, 1982.*

The final result, should be a greater appreciation of the role of both the Producer and the business of Agriculture, plus a better understanding of the Producer-Consumer Relations.

This was a project instigated by FWIC. All Provinces are busy promoting and informing not only their own members but the citizens in their communities. It is important that FWIO add their voice to those of the other Provinces.

Dugald, Manitoba.
R0E 0K0
Feb. 15, 1982.

Dear Janet:

Happy, happy birthday, on this your 85th year in the Province of Ontario for Women's Institute.

Please extend greetings to your members from Manitoba. Together, we share many friendships and educational experiences, as a result of Women's Institute — an organization founded many years ago by the dedication and sound principles instigated by Adelaide Hoodless, Erland Lee and others.

In Manitoba, we are pleased with the many requests for pen-pals and information exchange, as a result of our year of twinning. Many Canadian friendships will develop from this, including an exchange of information about our organizations.

Manitoba and Ontario have much in common. Many of the pioneers of this province have their original roots in Ontario. It is interesting that "Springfield" is your address and it is the name of our municipality. In 1973 it was 100 years old and is recognized as the first and oldest municipality in Manitoba.

From Springfield to Springfield, our sincere best wishes to all members in Institute.

Kindest regards,
**Lois Edie, President,
Manitoba Women's Institute.**



ONONDAGA WI, BRANT NORTH DISTRICT celebrated their 75th Anniversary with a Tea. Attending the festivities, L-r Senator Martha Bielish, guest speaker; Mrs. J. Howard Hamilton, Branch President; Mrs. Keith Hiepleh, FWIO President.