

**FROM THE HOME ECONOMICS UNIT  
RURAL ORGANIZATIONS AND  
SERVICES BRANCH . . .**

This is my first message to you as a member of the new Rural Organizations and Services Branch. Naturally, the staff of the former Home Economics Branch were, in some ways, sorry to see the ending of the branch as it had existed for nineteen years, on March 31st of this year. However, we all recognize that there will be innumerable advantages of being in a much larger branch, where many recent technological advances, including electronic data processing, can be utilized and where a wider array of programs can be offered to our rural clients.

We were particularly happy to learn that so many W.I. branches had written letters to the Minister and Deputy Minister saying what good adult and 4-H Homemaking programs we had delivered and how much they had been enjoyed. It was very gratifying to all of the staff to know we had so much fine support across the province. The Minister has already assured you that we will continue to offer imaginative programs, well-suited to our clients' needs.

One of the major tasks of our new branch is to educate urban people, especially the consumer, about the importance of Ontario agriculture. We have to make everyone aware that farmers have to sell their products at prices that enable them to stay in business. Since one in five jobs are directly or indirectly related to agriculture and its allied industries, agriculture has a big impact on Ontario's economy. Even, when food prices increase, the producer doesn't necessarily benefit. A large proportion of the food dollar goes toward processing, packaging, transporting, advertising and retailing of food. Unfortunately, the consumer doesn't always realize where the food dollar goes.

In 1980 *The Global 2000 Report* to the President was published in the U.S. It was projected that between the 1975 and 2000 period, real prices of food commodities would increase 21 percent under a low energy price assumption and 63 percent under a high energy price one. This

means that the price of food would increase faster than that of other goods and services. In Canada it is predicted that retail food prices could increase between 8 and 24 percent, depending on the price of energy. A 10 percent increase in energy costs could cause a 0.6 percent increase in the price of food. It is, therefore, important for members of the W.I. to understand and take part in the producer-consumer dialogue, as suggested by FWIC, whenever possible. I do hope that this will be a topic of study in each branch during the coming year.

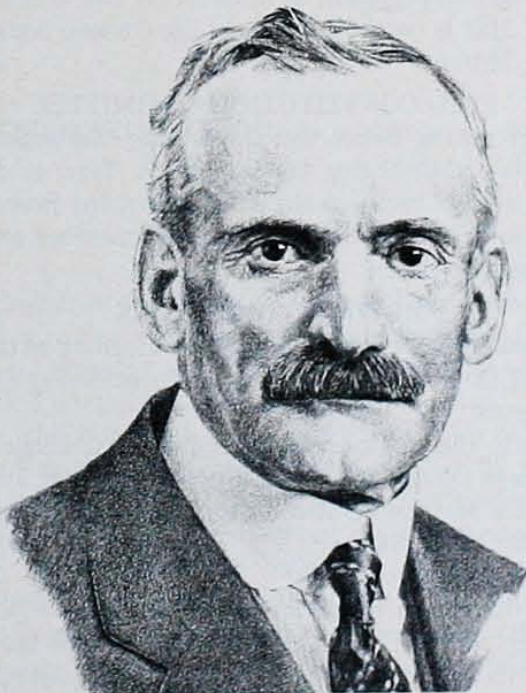
During Women's Institute Week I had the pleasure to attend the Open House at the Hoodless Homestead and hear Mrs. Emmie Oddie speak. That evening I attended the annual meeting of the first W.I. branch, the Charter Branch of Stoney Creek, at the Erland Lee (Museum) Home. It was really good to see seventeen members in attendance, including a few women over ninety years of age. All members were very enthusiastic and participated in the proceedings. The branch still maintains a connection with several older members who are in ill-health and confined to their own or residential homes. The Stoney Creek Branch have managed to attract some younger women to become members. I hope that other, more physically active, branches are working very hard to bring younger people into their groups and so realize your president's wish, at least three new members per branch by 1983. I was happy to meet several younger members, including a branch president, at the Hoodless Homestead.

On August 12th I hope to join with you when you celebrate the 85th Anniversary of the W.I. at the Constellation Hotel in Toronto. To date, over 1450 tickets have been sold.

I hope that everyone will have a good summer and return refreshed to very active W.I. work in the fall.

*Molly McQueen*

## HALL OF FAME UNVEILING



### ERLAND LEE (1864-1926)

Of United Empire Loyalist stock, Erland Lee had a reputation as a good farmer, and had a keen interest in the welfare of his fellowman. On the Lee farm, he raised Jersey cattle, was one of the first to grow grapes commercially, and he shipped carloads of R.I. Greenings apples from his orchards to the British market. He was one of the first maple producers in the area to use an evaporator.

He served many organizations: secretary of his local Farmer's Institute for 19 years, Township Clerk for 20 years, first president of the Wentworth Seed Fair, president of the Wentworth Agriculture Board, and Secretary-Treasurer of the Saltfleet Agricultural Society. But it was his work with Mrs. Adelaide Hunter Hoodless to found the first Women's Institute in the world that gained him most acclaim. The organization was his idea originally; he convinced Mrs. Hoodless of its merit and proceeded to develop the Constitution and By-Laws and carried out the necessary negotiations with the Minister of Agriculture to secure the Charter.

The Erland Lee (Museum) Home is now an historic site at Stoney Creek, preserved and maintained by the Federated Women's Institutes of Ontario in memory of its co-founder, Erland Lee.