

THE
FOOD ECONOMY CAMPAIGN
HANDBOOK.

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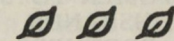
[HANDBOOK.]

THE SIX SALIENT FACTS.

1. THERE IS ALREADY A FOOD CRISIS.
2. SHORTAGE OF WHEAT.
3. SHORTAGE OF POTATOES AND SUGAR.
4. SHORTAGE OF FOOD SHIPS.
5. THE FAILURE OF COMPULSORY RATIONING.
6. WHY VOLUNTARY RATIONING WILL FAIL.

PART I.

WHY WE MUST RATION OURSELVES.



THE SIX SALIENT FACTS.

1. THERE IS ALREADY A FOOD CRISIS.
 2. SHORTAGE OF WHEAT.
 3. SHORTAGE OF POTATOES AND SUGAR.
 4. SHORTAGE OF FOOD-SHIPS.
 5. THE FAILURE OF COMPULSORY RATIONING IN GERMANY.
 6. WHY VOLUNTARY RATIONING WILL WIN THE WAR.
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VICTORY NOW DEPENDS UPON OUR WOMEN.
IT IS FOR OUR WOMEN TO SEE THAT THEIR
SONS AND HUSBANDS, THEIR SWEET-
HEARTS AND BROTHERS DO NOT FIGHT
A LOSING BATTLE.
IT IS FOR OUR WOMEN TO SEE THAT OUR
DEAD HAVE NOT DIED IN VAIN.
IT IS FOR OUR WOMEN TO SEE THAT THEIR
CHILDREN SHALL NOT LIVE IN A PRUSSIAN,
BRUTALIZED WORLD.
WOMEN CAN SAVE THE COUNTRY BY SAVING
THE FOOD—ESPECIALLY BREAD & FLOUR.
THEY RATION THEIR HOUSEHOLDS.
THEY ALONE CAN EFFECT THE NECESSARY
SAVING!

Fact 1.

THERE IS ALREADY A FOOD CRISIS.

People think that as long as they have money they will be able to buy food. THIS IS NOT SO. As long as there is plenty of food MONEY IS A CONVENIENCE to buy it with, and no more. Money is not value. If the food is not there money will not make it, and money becomes useless. FOOD GIVES MONEY ITS VALUE. We can do without money; we cannot do without food.

People see the bakers' shops full of bread, the butchers' shops full of meat, the grocers' shops full of provisions, and they believe that there is plenty of food. This is merely FOOD ON THE SURFACE. The stock of food from which the shops draw the food is low, SERIOUSLY LOW, already. You no longer see those large cubes of sugar in your grocer's window; you find precious little in his shop. On some days in many places you find none at all. On those days a £10 NOTE will not buy you 1 LB. of sugar. The sugar is not there to buy. Unless we RATION OURSELVES at once, and carefully, there will come days when there may be no bread at all at the baker's.

OUR WOMEN RATION US.

Fact 2.—THE SHORTAGE OF WHEAT.

THE WHEAT CROP OF 1916 WAS A FAILURE THROUGHOUT THE WORLD. It was a failure not only in the countries at war, but in the countries at peace. There is a shortage of wheat not only in Europe, but also in North and South America. If the war stopped tomorrow the price of WHEAT COULD NOT GO DOWN FOR MONTHS. Millions of the men who grew the wheat we ate are fighting; hundreds of thousands of them will never go back to the fields they ploughed.

If the present WASTE of bread and wheat flour continues there will be hardly enough to go round till next harvest-time. If the next crop is also a failure, there will not be nearly enough bread to go round.

OUR WOMEN CAN STOP THE WASTE.

Every person who eats his pre-war quantity of bread is

robbing another man, woman, or child of his or her fair share of what bread there is.

BREAD, NOT MEAT, is the chief food of the workers. The well-to-do can render the greatest service to the country by eating MORE MEAT, LESS BREAD. But at the same time, there must be NO WASTE OF MEAT.

Fact 3.—THE SHORTAGE OF POTATOES AND SUGAR.

THE POTATO CROP OF 1916 WAS A FAILURE. Not enough potatoes were planted because the men who plant them had gone to the war. Those which were planted produced a poor crop, and of that crop many more than usual rotted by reason of the bad winter before they could be put on the market. Already there are not enough potatoes to go round.

Every well-to-do person who eats his, or her, pre-war quantity of potatoes is robbing a poorer man, woman, or child of his, or her, share of what potatoes there are.

Sugar we do not produce ourselves. We imported a great part of the sugar we did eat from the Continent. From the Continent we import no more. From America and the West Indies WE CANNOT GET ENOUGH SUGAR TO MAKE UP THAT DEFICIT. If we could get it we cannot spare the necessary ships to import it. There is barely enough sugar to supply our needs, and if the WASTE continues there will not be nearly enough to supply our needs. Every WELL-TO-DO PERSON who eats his, or her, pre-war quantity of sugar is robbing a poorer man, woman, or child of his, or her, fair share of what sugar there is.

OUR WOMEN CAN STOP THIS WASTE.

Fact 4.—THE SHORTAGE OF FOOD-SHIPS.

But even if there were plenty of wheat and sugar in the world we could not get it for lack of food-ships. GREAT BRITAIN ONLY PRODUCES ONE-FIFTH OF THE BREAD IT EATS. Four-fifths of the wheat come from abroad. Hundreds of the ships that brought it are now engaged in other work. They are carrying food and munitions and men to our armies and garrisons abroad; they are carrying food and munitions to France, Italy, and Russia. The ships that brought us food are fewer by those hundreds.

THE GERMAN SUBMARINES are further reducing their reduced numbers; their aim is so to reduce the

shipping of the whole world that it shall be no longer capable of bringing enough food to feed us. Our sailors are tackling them; but IF EVERY GERMAN SUBMARINE WERE SUNK, there would still be the world shortage of food, and still the shortage of food-ships.

THERE IS A DANGER OF A CATASTROPHE.

Already there is a serious shortage of food in this country. That shortage must increase in any case. Moreover

- (1) If this year's harvest fails,
- (2) If the German submarines are more successful in depleting our shipping,

that food shortage might become A FOOD CATASTROPHE. People would not only have to go short of food; many would get no food at all.

OUR WOMEN CAN PREVENT OUR EATING MORE THAN OUR SHARE.

OUR WOMEN CAN PREVENT THE WASTE OF FOOD, AND SO HELP TO WIN THE WAR.

Fact 5.—THE FAILURE OF COMPULSORY RATIONING IN GERMANY.

Unthinking people say: "If we need to ration, let our rationing be compulsory. That will make it fair to all." IT WILL NOT. With all her organization, with all the sheeplike docility of her people GERMANY HAS FAILED to make it fair to all. Her country people are well-fed; her townspeople are under-fed, badly under-fed.

YOU CANNOT COMPEL THE FOOD-PRODUCER NOT TO EAT THE FOOD HE PRODUCES; the owner of a garden not to eat the potatoes he grows; the man who owns hens not to eat their eggs. You cannot compel him to divide the food he produces equally with those who do not produce it.

Compulsory rationing in Germany produced bread-tickets without producing the bread, and that brought about serious food-riots in the towns. YOU CANNOT EAT BREAD TICKETS.

Compulsory rationing does not equalise food distribution. The food-sellers become food-smugglers, and the rich buy the smuggled food. The poor get food tickets and perhaps no food.

Compulsory rationing WILL WASTE MILLIONS. We might have to print one hundred and twenty million food tickets a week; we might have to find and pay THOUSANDS OF OFFICIALS to distribute them.

These officials will have to become SPIES and spy on food-sellers and food-buyers alike. SPYING WILL BECOME A DUTY.

But IF VOLUNTARY RATIONING FAILS COMPULSORY RATIONING MUST COME. WASTE AND OVER-EATING must prove disastrous to voluntary rationing, and every man, woman, or child who refuses to ration himself or herself VOLUNTARILY is bringing COMPULSORY RATIONING, with its cost, its spying, and its dislocation of life, nearer. Here is our need: respond to it.

OUR WOMEN CAN SAVE US FROM COMPULSORY RATIONING, FROM SPIES, MORE REGISTRATION CARDS, AND VAST EXPENSE. THEY ARE ON THEIR HONOUR TO DO IT.

**Fact 6.—WHY VOLUNTARY RATIONING
WILL WIN THE WAR.**

THE MILITARY PROBLEM has been solved: we can beat the Germans on the land. THE NAVAL PROBLEM has been solved: we can beat the Germans on the sea. THE FINANCIAL PROBLEM has been solved: our money will outlast theirs. THE FOOD PROBLEM remains. It is up to the women to solve it and win the war. It is not a spectacular job, but modern war is not a spectacular job, and food-saving is a part of modern war.

OUR WOMEN CAN BEAT THE GERMANS by out-saving them in the matter of food. If our women back up our soldiers and our sailors by giving us THE RIGHT FOOD and wasting none of it,

**OUR WOMEN WILL HAVE DONE AS MUCH TO WIN
THE WAR AS OUR ARMY OR OUR NAVY.**

Then the British representatives will enter the Council Chamber in which the nations of the world will make peace, as DICTATORS. They will be able to say:

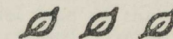
**"OUR ARMY IS WELL-FED; OUR NAVY IS
WELL-FED; OUR MUNITIONERS ARE WELL-
FED; OUR WHOLE PEOPLE IS WELL-FED.
WE CAN GO ON!"**

If they enter that Council Chamber as representatives of a nation on the verge of starvation, they must take what terms they can get, and OUR DEAD HAVE DIED IN VAIN.

WILL OUR WOMEN LET THIS BE?

PART II.

**HOW WE MUST
RATION OURSELVES.**



THE THREE CHIEF AIMS.

1. TO SAVE BREAD.
2. TO LEAVE ALL THE CHEAPER FOODS FOR THE POOR.
3. TO PREVENT WASTE.

THE RATIONS.

Bread	4 lb. per person per week.
(Or 3 lb. of flour for bread-making.)					
Sugar	$\frac{3}{4}$ lb. per person per week.
Meat	$2\frac{1}{2}$ lb. per person per week.
(Meat includes all flesh foods—bacon, ham, sausages, game, poultry, rabbits, and tinned meat.)					

Your bread, your puddings, and your cakes must not contain more than 3 lb. of flour per person per week

Bread, Sugar and Meat have been selected for rationing because they are the most important staples of daily consumption. But there is no food which may be consumed recklessly. EVERY KIND OF FOOD IS IMPORTANT. The intelligent woman must also fix for her household milk rations, jam rations, butter rations, vegetable rations, and fruit rations. There is a world-shortage of everything.

OUR WOMEN RATION US.

Aim 1.—TO SAVE THE BREAD.

The first appeal in this campaign is to the well-to-do, to the rich, to the middle classes, to the sedentary worker, TO EVERY MAN AND WOMAN WHO IS MAKING GOOD MONEY, whatever their class. It is to SAVE BREAD.

Bread is the chief food of the manual workers. It is cheap, it is already cooked. To the poor it is THE CHIEF NECESSITY OF LIFE. The well-to-do—the man or woman in light employment—must leave it to them as far as they possibly can; they must lessen their consumption of bread and wheat-flour in every possible way. They can afford other foods. WHAT THEY KNOCK OFF IN BREAD THEY CAN PUT ON IN MEAT, OR FISH, OR EGGS. They need have no bread at all at breakfast. There are many substitutes even MORE APPETISING than bread; Porridge, maize cakes, oat cakes, and barley cakes. They can be made at home and eaten hot. Maize cakes are the chief breakfast bread of the Americans. Much LESS BREAD CAN BE EATEN AT DINNER. If you are eating meat, you are better without bread; starch and meat together double the stomach's work. Eat more vegetables and fruit instead.

It is A CRIME TO WASTE A SLICE OF BREAD. Save it in every possible way. Do not have it brought to your table in slices; the slice that is left often goes to the dustbin. Have the loaf on the table, then each can cut as much as he or she needs and no more. If the well-to-do and the sedentary worker will REDUCE THEIR CONSUMPTION OF WHEAT-BREAD BY 1 LB. PER HEAD PER WEEK, the food problem is well on the way to solution.

Aim 2.—TO LEAVE ALL THE CHEAPER FOODS FOR THE POOR.

The well-to-do should leave all the cheaper foods to the poor. Potatoes are essentially a poor man's food because they are so easily cooked. KNOCK OFF POTATOES and consume more of the other vegetables. Leave also the cheese for the poor. It is one of their chief foods. Leave the herrings (fresh, smoked and pickled) and other cheap fish for the worker; they are cheap and easily cooked. At this juncture you can serve your country best NOT BY SAVING FOOD-MONEY BUT BY SAVING THE FOOD OF THE WORKER. Let him who can afford it eat only the expensive foods. Rich people who make their dinner of lobster salad are good patriots—the rich man who eats neck of mutton and bread is not.

Bear in mind that FLOUR IS BREAD, and stop the puddings and cakes which require WHEAT-FLOUR. Use maize-flour, if you must use flour. But use also oatmeal and barley-meal or rice.

Aim 3.—TO PREVENT WASTE.

BEFORE THE WAR THE NATION COULD HAVE LIVED ON ITS WASTE. It could have lived on what went into its dustbins and down its drains. THAT WASTE GOES ON. It is not as great as it was; but it is very great. Every day FOOD WHICH WOULD FEED THOUSANDS IS WASTED.

When every particle of nourishment has been extracted from all the food that comes into a house by the people who live in it, then only has there been no waste.

(a) THE DEVOURING DUSTBIN.

The dustbin swallows the food of millions.

The bones, the meaty bones, that are thrown into the dustbin every day contain the essence of hundreds of PLATES OF SOUP.

The dry bread thrown into it every day is a waste of thousands of loaves.

The potato peelings thrown into it every day are a waste of millions of potatoes.

No potato should ever be peeled; no bone should leave a house till every scrap of marrow has been boiled out of it; no scrap of bread should be thrown away at all.

THE WOMAN WHO WASTES A CRUST WASTES A BULLET.

Bread is the ammunition of the workers. Bread puddings are as nourishing as bread; bread-crumbs save flour and make lighter puddings. Every loaf and every joint should be watched; no scrap of them should escape. As with bread and meat so with every kind of food: not a scrap should escape. WATCH EVERYTHING.

(b) WASTE IN COOKING.

Every particle of nourishment should be extracted from every particle of food. Good cooking is an immense help to this; it makes the absorption of the full nourishment from the cooked food easy for the digestive organs. Good cooking needs no more brains than bad; it only needs care and attention.

Food badly cooked loses nourishing power; less of it is assimilated, and that with a greater strain on the digestive organs; most of it is wasted. Food which causes indigestion is wholly waste. THE BAD COOK IS A BAD FOOD-WASTER.

(c) WASTE IN EATING.

Every particle of nourishment should be extracted from every particle of food. Only proper mastication prepares food for absorption. HALF-CHEWED FOOD GIVES HALF ITS NOURISHMENT; it is not absorbed, but it gives the digestive organs DOUBLE TROUBLE, and its masticator has to eat DOUBLE THE AMOUNT of it to get his nourishment. The quick eater is a quick food-waster. The haste of modern life has taught us to eat quickly. We must unlearn the lesson.

EAT SLOWLY, YOU WILL EAT HALF AS MUCH AS YOU EAT NOW, GROW HEALTHIER AND STRONGER ON IT, DOUBLE YOUR POWER OF WORK, and save the food you are wasting.

To eat slowly is very difficult; it needs concentration; but if you eat slowly you need EAT LESS. Five people out of ten are digging their graves with their teeth and they never tire of the task. AS MUCH FOOD IS WASTED IN THE EATING AS IN THE COOKING.

POINTS FOR SPEAKERS.

Do not be content with reading the foregoing yourself; spread these facts among all you come into contact with—your servants, your friends, and your acquaintances. The facts are of vital importance to the country, of VITAL IMPORTANCE TO THE WORLD. Its freedom depends on the FOOD-THRIFT AND SELF-RESTRAINT of our civilians no less than on the courage of our soldiers.

If you are lecturing, or delivering addresses,

1. Press the well-to-do to eat their ration of meat, to UNDER-EAT THEIR RATION OF BREAD. Point out that every man earning high wages is among the well-to-do, and that there are many forms of bread-substitutes at his command.
2. Press the well-to-do to LEAVE THE CHEAP FOODS FOR THE WORKER—bread, wheat-flour, potatoes, cheese, cheap meat, cheap fish, and rabbits.
3. Impress on them the fact that it is more important at this juncture to SAVE FOOD THAN TO SAVE MONEY.
4. Urge them to STOP ALL WASTE in their homes.
5. Urge them to persuade their SERVANTS TO BACK THEM UP. Reductions in diet should begin in the diningroom. Supplementary foods should be shared by employers and employed alike. If they can get THEIR SERVANTS' HEARTS into the campaign against waste, the battle is won.
6. Urge the well-to-do to begin using substitutes for bread and wheat-flour—cakes and puddings of maize, oatmeal, barley, and rice—at once.
7. Never give the name of a single substitute alone. It causes a run on it and sends up the price. Give them a list of all the substitutes available in your locality and ask them to try them all. If their households dislike one, they will like another.
8. Urge them to give to those SUBSTITUTES A FAIR TRIAL. No man likes his first oyster.
9. Don't inform an audience that any class is exceeding its ration, or that the workers are better off than ever. The CLASSES ARE IN ABEYANCE; we must pull together.
10. Impress on them that whatever the poor are expected to do the well-to-do are expected to do more and to do it first.
11. Tell the poor what the well-to-do are doing and the well-to-do what the poor are doing. Urge them TO OUT-DO ONE ANOTHER in food-thrift.
12. Keep hammering in the fact that it is UP TO THE WOMEN TO SAVE THE LIBERTY OF THE WORLD.
13. Be clear, and again BE CLEAR. It is better to get two facts clear in peoples' minds than twenty hazy.
14. Know the facts you want to hammer into them, and DON'T BE AFRAID OF REPEATING FACTS. Repetition is the essence of instruction.

VII.—LECTURES.

Apart from speeches and addresses for which material will be found in the foregoing, courses of lectures will be arranged in many places.

Lectures to the poor should only be given by lecturers with thorough knowledge of their conditions and requirements, and should be practical rather than exhortative. It is not intended here to indicate the scope of such lectures, but the six suggested below may be found useful in the case of more well-to-do audiences:—

1. BREAD MAKING IN ALL ITS BRANCHES.

BREAD AND FLOUR RATIONS.

- a. Home-made v. Bakers' Bread.
- b. Other Breads than Wheaten.
- c. Scones, in all Materials.
- d. Ovens—Gas, Coal, Fire.

2. MEAT MANAGEMENT.

- a. Explanation of Meat Ration.
- b. Economical Method.
- c. Once-Cooked Meat.
- d. Boneless Meat.
- e. Semi-Meatless Dishes.

3. STOCK.

- a. Stock.
- b. Soup.
- c. Fat.
- d. Flourless Sauces.

4. FISH.

- a. Salt—Soaking—Cooking.
- b. Fresh.
- c. Eggs.
- d. Cheese.

5. PULSES.

- a. Pulse Dishes
- b. Cereals.
- c. Vegetables.

6. WASTE AND MANAGEMENT.

- a. Waste in Kitchen.
- b. On the Table.
- c. In Digestion (Eat Slowly).
- d. Principles of Good Management.

