INTERIM REPORT
TO THE
PRESIDENT

FROM

CITIZENS FOOD COMMITTEE

CHARLES LUCKMAN
CHAIRMAN

October 31, 1947
I have the honor to report the progress of your Citizens Food Committee for the first month of its operation.
We arranged to subdivide the Citizens Food Committee in the following operational units with chairmen as indicated:

**Agriculture**
- Dr. William I. Myers, Chmn.
- Albert S. Goss
- Edward A. O'Neal
- James G. Patton
- Quentin Reynolds

**Consumers**
- Mrs. J. L. Blair-Buck, Chmn.
- Chester C. Davis
- Lester B. Granger
- Miss Anna Lord Strauss

**Industry**
- Harry A. Bullis, Chmn.
- John Holmes
- James S. Knowlson
- John A. Logan
- A. E. Staley, Jr.

**Labor**
- William F. Green (Co-chairmen)
- Philip Murray
- Hon. Herbert Lehman

**Public Feeding Industry**
- G. R. LeSauvage, Chmn.
- Paul S. Willis
- Harry W. Zinsmaster

**Public Policy**
- Eugene Meyer, Chmn.
- James H. McGraw, Jr.
- Justin Miller
- T. S. Repplier
- Spyros Skouras

An executive committee, composed of the chairmen of the subcommittees, was appointed to aid the chairman and to facilitate decisions.
For day-to-day operations, we have set up an organization of experienced operating men as follows:

Vice-Chairman for Policy &
Government Coordination . . . . David Noyes

Vice-Chairman for Industry
& Labor . . . . . . . . . Austin Fisher

Vice-Chairman for Operations . . Don Belding

Administrative Director . . . . M. J. Roche

Consumer Service Director . . . Miss Katharine Fisher

Public Information Director . . Bruce Catton

Legal Counsel to the Chairman . . J. Barnes
A. Fortas

We now have 76 people working, only six of whom are paid for from the funds allotted to the Citizens Food Committee.
OBJECTIVE

The objective of the committee is:

To adopt conservation measures that will make immediately available 100,000,000 extra bushels of grain to feed the hungry people in Europe this winter.

This required the voluntary cooperation of our people in three groups:

1. Grain consuming industries.
2. Farmers who feed grain to livestock and poultry.
3. The 140,000,000 American people who will, by their voluntary action, conserve grain in many ways.

We will now report on the specific progress with each of these three groups.
GRAIN CONSUMING INDUSTRIES
Distillers and Industrial Alcohol Plants are now shut down for a 60-day period ending December 24. The industry estimates that this action should make available 12,000,000 bushels of grain.

In connection with the shutdown, approximately 2,400 workers may be adversely affected. Our committee has joined with the Department of Labor in making every effort to solve this problem.
Brewers plan to save 3,000,000 bushels of grain in 90 days through the following five-point program:

1. Use no wheat and give up what wheat they had on hand and on order.
2. Use no table grades of rice.
3. Use no feed barley.
4. Reduce corn use by 25 per cent.
5. Make no further purchases of sorghum grains until February 1, 1948.

In support of the brewers' pledges to conserve grain, I made requests of the Department of Commerce to limit the export of malt. Secretary Harriman has accepted this request.
Bakers plan to save 9,000,000 bushels of grain by means of the following twelve-point program:

1. Give up consignment selling of bread.

2. Feature the smaller sizes of bread.

3. Use greater quantities of non-critical ingredients including fruits, raisins, and sugar in combination with flour.

4. Use non-critical materials instead of wheat flour wherever available for "dusting" specialty breads and rolls.

5. Reduce number of varieties of bread, cakes, pies and other products and terminate all items for which there is inadequate demand.

6. Feature wheat conserving products, such as two-instead of three-layer cakes and one-crust pies.

7. Exercise additional safeguards against all types of controllable waste of raw ingredients and finished products.

8. Purchase and store raw materials with extreme care to avoid deterioration and waste.

9. Plan production schedules so as to eliminate all possible losses.

10. Cooperate with operators of public eating places in methods to conserve bakery products and prevent waste.

11. Use special wrapper bands and inserts urging household consumers of bakery products to exercise care in buying.

12. Publicize food conservation program through radio programs, newspaper space, truck panels, outdoor displays, car cards and point of sale displays.
The Public Feeding Industry will account for a large reduction in wheat consumption through observance of meatless Tuesday, and poultryless and eggless Thursday, and the adoption of the following 17-point program:

1. Encourage employees to stop waste always and all ways.
2. Serve fair but not excessive portions so as not to encourage waste.
3. Reduction of menu items whenever possible.
4. By table tents, menu clip-ons and posters, carry on intensive campaign on "waste-not."
5. Serve bread and butter only on request.
6. Discontinue the practice of placing baskets of bread or rolls on dining room tables.
7. Eliminate custom of trimming toast or sandwich crusts.
8. Limit the number of crackers served with soups, cheeses, etc.
9. Eliminate three-layer cakes during the emergency.
10. Give closer supervision to food preparation, such as cooking at low temperatures to minimize shrinkage.
11. Use ingenuity in developing new menu items which will give maximum variety and food values at reasonable cost.
12. Curtail and reduce the use of scarce commodities which, because of their short supply, are priced abnormally high.
13. Use alternates for wheat cereal wherever possible.
14. Serve oatmeal bread, cakes and cookies or alternates for products made from wheat.
15. Limit butter to one piece per meal, or on request.
17. Use all surplus foods to the greatest extent.
The Wet and Dry Millers, Meat Industry and Dairy Industry are coming to Washington within the next two weeks to indicate how they can best cooperate with the grain conservation program.

The Fish Industry has offered to effect a 25 per cent increase in fish production during the next 90 days in order to insure a more abundant supply of this important food. This plan will aid in making up for the diet protein loss as the people observe meatless Tuesdays and poultry-less Thursdays.
To aid in securing the greatest possible conservation of grain on the farm, Secretary Anderson and I have made a joint appeal to the heads of Land Grant Colleges to appoint state livestock feed committees, to include representatives of state farm organizations, feed dealers, manufacturers and other local groups plus the extension and research staffs of the colleges.

These committees would assist the Land Grant Colleges in developing specific suggestions for saving grain in livestock feeding, adapted to the local conditions in each state.
These plans, in turn, would be taken in hand by the State Councils of the Department of Agriculture and by the State Agricultural Extension Services—which will have representation both on the state councils and on the Land Grant College committees. These groups would contact every farmer within the state.

This unified program for the farmers brings together in full cooperation all of the groups, both public and private, which are concerned with farm production and provides an added means for accelerating the saving of grain at the source. It should provide a large part of the grain to be saved and will also mean that conservation by industry and by consumers will be more fully effective.
THE 140,000,000 PEOPLE

OF THE UNITED STATES OF AMERICA
All plans are now completed so that from this point on, mass promotion can be relied upon to tell people why and how they must help feed the hungry.

To spread this word, we will rely strongly on the facilities of the Advertising Council and its task force advertising agencies.

When we first asked the Council to act for us, we were told that the campaign could not be cleared for thirty days unless the by-laws of the Council were changed. We asked them to change the by-laws. They did -- and were ready to serve us in two days.

Following are examples of campaigns now clearing through the Council:
Newspaper Advertising

Ten different newspaper campaigns have been prepared and approved, and mats will be in the hands of all newspapers within a week.

Three of these are "Question and Answer" type. Seven carry the educational theme.

Nine small ads for retailers will be distributed within a week.

1812 dailies will receive the ten Council campaigns.

These ads are being sponsored and paid for by national advertisers, local advertisers and newspapers, as a public service.
**Weekly Magazines**

The Advertising Council is making urgent representations to weekly magazines to make a contribution of one page of space to the food conservation program as a public service.

In addition, national advertisers are being urged to include the food conservation program in their magazine advertising schedules.
Farm Papers

A powerful farm paper campaign, urging culling of flocks and herds and giving the basic reasons for such action, is ready for immediate distribution and sponsorship in 290 farm papers.

Many of these farm papers will run the announcements as a public service -- other advertisements will be sponsored by national advertisers.
Labor Papers

One "Question and Answer" campaign, one educational campaign and eight small retail advertisements are being sent this week to labor papers.

Many of these advertisements will be run free of charge by the labor papers. Others will be sponsored by industry.
Radio allocations of spot announcements have been running daily since October 18. These are reaching every listener in America at least once each day.

So that the peoples of other nations might know of the food conservation efforts being made by this country, we have broadcast over the State Department foreign network to 47 countries.

There have been five transcontinental broadcasts since the four-network Presidential broadcast from the White House on October 5.

We arranged a special broadcast to local and state committees for Wednesday, October 21. This was carried by more than 600 stations of the Mutual Broadcasting System.

We have arranged for networks to pick up "on-the-spot" hunger facts in Europe and include them in their European news roundups, broadcast over United States stations.

Once each week the national networks will contribute their facilities to the Citizens Food Committee. Arrangements have been made for dramatic broadcasts featuring top stars of radio, stage and screen.

We have arranged for the recording of spot announcements by 50 leading Americans. These will be sent to every radio station in America.

Our Consumer Service Department has arranged seven special broadcasts for women's programs over 950 stations.
Outdoor

12,000 large 24-sheet posters were printed in the record time of three days and are now going up all over the country. In spite of the fact that the outdoor billboards were completely sold out, advertisers are relinquishing space to the Citizens Food Committee, and in addition are paying the costs of posting as a public service.

Through the cooperation of Postmaster General Hannegan, we also supplied a special poster to be placed on the sides of 10,000 post office department trucks.

Through the cooperation of Secretary Schwellenbach, special posters have been given a wide distribution through the Department of Labor.
Motion Pictures

We are using the State-War-Agriculture-Commerce Department three-minute film for newsreel material on the subject of food conservation. This will be added to all newreels for the week of November 11.

In addition, the industry is rushing through a 1,000-foot documentary film of great dramatic impact for release in theatres in December and early January. The film, the writing and the production are contributed to the food conservation program.

Arrangements have also been made to display the official emblem of the food conservation drive at the end of all newreels.
Retail Advertising

On October 26, we adopted for national distribution a plan of merchandising for the retail stores of America, which features a "Food of the Week" as a partial substitute for wheat and meat products.

All grocers will be urged to adopt the plan. Indications have already been received that a large number of stores will fully cooperate.
Local Committees

Supplementing your own wire to the Governors on October 12, we wired the mayors of cities over 10,000 population requesting them to organize local committees, and on October 17, the first organization kits went out to the committees. These kits included organization guides, copies of the four Presidential broadcast speeches, fact sheets outlining the need for food conservation, copies of the official emblem and window stickers.

On October 24, a second kit went to the mayors, including "Question and Answer" material; an expanded fact sheet; copies of Peace Plate recipes; stickers and emblems; one poster covering the four basic points of the program; one poster for distribution to schools featuring the "Clean Plate Club" idea; one sketch to be reproduced on painted bulletins.
To accelerate the work of local committees in every city and village, we have held meetings with the executive officers of national organizations in Washington and New York.

In all, 410 national organizations have been fully informed of the food conservation program and have been asked to bulletin their branch offices.
Church Cooperation

The churches of America have always been responsive to the needs of humanity. In the present crisis they have once again been among the first to offer their full support. From the pulpits of the nation, the plight of the hungry is being preached by all denominations.

Arrangements are now being made for an additional special day on which all churches will make a unified appeal to help feed the hungry people of Europe.
Labor

The loyal support extended by Labor to the President's food conservation program has been a source of inspiration and encouragement to the committee.

Labor was quick to respond to this move on the part of our government to forestall the ravages of hunger in Europe this winter.

Arrangements are now being made for a nation-wide rally of labor and management to make a joint attack in the war on hunger.
Armed Forces

Immediately following your request, Secretary Forrestal conferred with the Secretaries of Army, Navy and Air Force, and they issued instructions to effectuate immediately your four-point program.

It is equally gratifying to us that all other government departments and agencies are actively employing ways and means to cooperate with the conservation program.
Special Feature

At 7:00 P.M. on November 7, a Train of Friendship will leave Los Angeles for New York.

The train will collect free offerings of grain along the way.

This idea was brought to the Citizens Food Committee by a group of citizens and was co-sponsored by the Association of American Railroads.

All expense of this novel idea has been underwritten by many groups and individuals.

The Citizens Food Committee is supporting this undertaking in every possible way.
Consumer Service

One of the principal reasons why our food conservation program caught on so quickly with the women of America is because we were able to set up very quickly a competent and timely meal planning service.

This service copes with the problem of high food prices by featuring menus and ideas utilizing low cost foods, cheaper cuts of meat and foods in plentiful supply.

Further, this service makes an important contribution to the health and welfare of our citizens while they are cooperating with the food conservation program.

Headed up by Miss Katharine Fisher, on loan from Good Housekeeping Institute, and backed by a large advisory committee this is probably the greatest consumer service program ever attempted on a nation-wide basis.

Also, for the first time in history the full resources of government, industry and information disseminating sources are linked together to help the homemaker to solve a major food problem.

Aiding in the program are the Department of Agriculture and leading nutritionists on loan from industry, national magazines, radio and newspapers.
The Consumer Service Section continuously releases the following:

1. A daily "Peace Plate" recipe featuring low cost, plentiful foods. Already over 100 have been prepared.

2. A daily market report giving the housewife knowledge of which foods are abundant and low priced.

3. Cooking suggestions that will make food go further by conserving flavor, vitamins and other nutritional values.

4. Ideas to make the best use of leftovers and in other ways to prevent the waste of food.

Dissemination of this material is through mats and mailings to 1800 daily newspapers, mailings to 900 radio stations, wire releases over A.P., U.P., I.N.S., Extension Service of the U. S. Department of Agriculture, State Nutrition Committees and the Children's Bureau of Federal Security Agency.
Over 12,000,000 copies of material designed for consumers have been printed and are now in the process of distribution.
May we call your special attention to the fact that all consumer education phases of the program have been planned to meet the immediate emergency as well as to lay the foundation for a long-term generalized food conservation plan.

This report could not have been made without the full cooperation of Secretary of State, George C. Marshall, Secretary of Agriculture, Clinton Anderson, Secretary of Commerce, W. Averell Harriman, their associates, and your own White House staff.

Respectfully submitted,

Charles Luckman
Chairman
Citizens Food Committee