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INFORMATION SERVICE

SUBJECT: Secretary of Agriculture Claude Wickard's recent (June 6) plea that Americans rally to the aid of Great Britain by eating less cheese, thus making "more of this food available to the British."

COMMENT: On June 9 the above appeal was termed absurd by John A. Becker of Monroe, Wisconsin president of the Central Feed Association, which opened its annual convention in Milwaukee.  
"The feed dealers have a direct interest in the prosperity of the farmers, and less cheese consumption means less prosperity in rural Wisconsin," Becker said.  
"What an about-face from the great surpluses they were talking about a few months ago," he exclaimed. He said it added insult to injury when Wickard said it would not be a severe task to curtail consumption because cheese was never considered an essential part of the American diet, because Wisconsin has been working for years to make cheese part of the nation's diet.

Source: Chicago Tribune--June 10, 1941

W. F. Hubert, president of the Wisconsin Cheese exchange, disagreed sharply with the secretary's (Wickard) views.

"It would be very inconsistent," Hubert said, "to cut down on cheese consumption after the cheese industry and the state department of agriculture have, thru extensive advertising of its food value, increased the use of cheese by the consuming public from  $3\frac{1}{2}$  to more than 5 pounds per capita.

"For the last few years the government has supported the price of butter on the Chicago Mercantile exchange.

"If the government would follow the same policy in supporting the price of cheese on the Wisconsin Cheese exchange, farmers would be more inclined to divert their milk to cheese production, now in such great demand in England, and away from butter, which England is not asking for.

"The result would be enough cheese for home consumption, as well as for Britain's needs.

"Cheese and dry and evaporated milk are food concentrates to which milk should be diverted in the present emergency. We can get along with less butter and ice cream."

Source: Chicago Tribune--June 8, 1941

On May 26 a radio station (WCCO Minneapolis) newscaster reported that Dr. Wilder of the Mayo Clinic has submitted a report indicating that only one American family out of four has sufficient income to provide a normal diet for itself, adding also that mal-nutrition should be our greatest national anxiety.