

UNITED STATES DEPARTMENT OF AGRICULTURE
FOOD DISTRIBUTION ADMINISTRATION
NUTRITION AND FOOD CONSERVATION BRANCH

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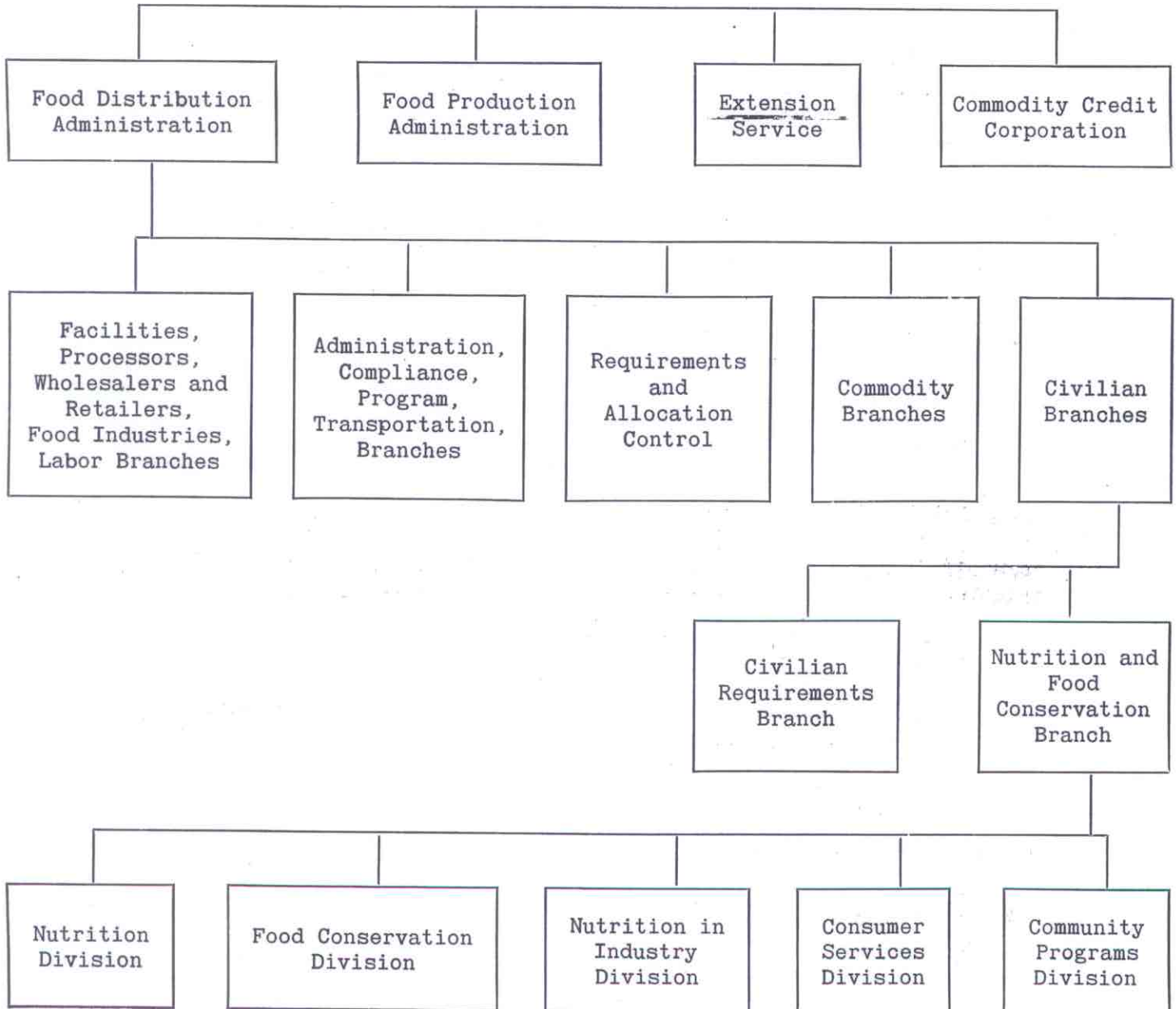
Washington, D. C.,
May 1943



NUTRITION NEWS LETTER NO. 13

Organization of the Nutrition and Food Conservation Branch

WAR FOOD ADMINISTRATION



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As mentioned in the last News Letter the Nutrition Division was transferred from the Office of Defense Health and Welfare Services and will continue its work as the Nutrition and Food Conservation Branch of the Food Distribution Administration within the recently created War Food Administration.

The Nutrition and Food Conservation Branch is a branch of the Food Administration. It operates under the direction of the Food Distribution Administration Deputy Director who is responsible for all civilian aspects of the program. The former regional representatives of the Nutrition Division and the former Agricultural Marketing Administration regional nutritionists will continue their work from the Food Distribution Administration regional offices. Regional industrial representatives of the former Nutrition Division have also been transferred and they will similarly carry out their activities under the direction of the Food Distribution Administration regional administrators. The State and local nutrition committees will continue to function as they have in the past and will be the focal point for War Food Community Programs.

To facilitate program planning, the work of the Branch has been divided into five divisions. The programs of these divisions will merge in certain respects but in general their responsibilities will be as follows:

1. Nutrition Division. Through the State and local nutrition committees the Nutrition Division will continue to act as an integrating and coordinating agency for the activities of all groups, governmental and private, engaged in furthering nutrition. Through the educational program it will continue to encourage the dissemination of the knowledge and practice of adequate nutrition geared to the wartime food situation. The Nutrition Division will also serve as the integrating agent in connection with the community nutrition aspects of the programs of the other divisions in the Nutrition and Food Conservation Branch.
2. Food Conservation Division. The underlying purpose of this Division will be to secure the utmost conservation of the physical volume of food available to civilians. This program will be designed for application at specific points along the entire range between the production of food and its ultimate consumption. This range, beginning at the farm and ending with the consumer, involves transportation, processing, wholesaling, and retailing.
3. Nutrition in Industry Division. The Nutrition in Industry Division will guide and assist in feeding industrial workers so that adequate diets may be provided at the industrial plant. The Division will cooperate with the Public Health Service and other government agencies engaged in maintaining the health of civilians in military, naval, and industrial areas and will strive toward the maximum utilization of existing food supplies both from the standpoint of quantity and nutritive value.
4. Consumer Services Division. The Consumer Services Division has been set up with the general purpose of assisting the consumer with problems created by wartime food programs and analyzing consumer reaction to the food programs. This Division will serve in an advisory capacity for the development and maintenance of grades, labels, and standards for industry and other governmental agencies.
5. Community Programs Division. This division will plan and supervise the School Lunch, School Milk programs and the Domestic Distribution of all food products purchased by the Food Distribution Administration for its civilian programs and will encourage food preservation programs.

These divisions will make over-all general plans in respect to their programs which will be administered from the regional offices and will be adjusted to meet the particular regional situations and programs. The Regional Nutrition Representatives will continue to consult with the State committees interpreting the general over-all national programs of the various divisions of the Nutrition and Food Conservation as well as other Wartime Food programs of the War Food Administration in line with local needs and programs.

As details of the organization and programs are developed they will be presented in future News Letters. Items of interest about the activities of cooperating groups, new nutrition materials, and new programs will continue to be included in the News Letter.

Materials for the National Wartime Nutrition Program

As shortages began to develop in the supply of the various foods which the American people were accustomed to consume and our whole food picture changed from one of abundance to one of scarcity, it became increasingly evident that the official food chart of the National Nutrition Program which had been in circulation since early 1942, would have to be revised to meet this changed situation.

A committee, made up of the members of the nutrition staff, was appointed to consider what changes seemed necessary, keeping in mind that the current food rules were based on the Recommended Dietary Allowances established by the Food and Nutrition Board of the National Research Council and should continue to conform to them. After several meetings, the committee recommended that none of the foods in the original food groupings be omitted from the new chart but that all reference to the amounts of foods needed daily be left out, and that the wording used in connection with each food group be clarified.

It further recommended that the food groupings take into account the growing necessity for using alternate foods having the same nutritive values when certain commonly used foods were either scarce, rationed, or unobtainable. This resulted in the elimination of eggs as a separate category and including them in the group, "Meat, Poultry, Fish," for which they are an alternate, thus reducing the number of food groups from 8 to 7.

When the new wording for the food chart had been approved, the Program Coordinating Division of the Office of War Information was asked to advise the Nutrition Division on the best way to publicize the new food chart, which is one of the corner stones of the whole wartime nutrition program. The Office of War Information recommended that the Nutrition Division consult with experts in the field of food promotion. A Coordinator for the nutrition program was appointed to the Advertising Council of the Office of War Information which, in turn, designated a voluntary task force drawn from the staff of a well known advertising agency to act as consultants to the Nutrition Division on the entire nutrition program.

This small group of experts was asked to draw up a complete plan of public education and promotion adapted to meet the wartime food situation. This plan was to include designs for a new symbol, slogan, and food rule presentation. Their suggested designs and recommended promotion plans were

finally adopted after full consideration had been given them by the Executive Committee, the Coordinating Committee, and the professional staff of the Nutrition Division.

The new symbol represents a healthy family group of four in place of the profile of Uncle Sam, thus shifting the emphasis from that of a nutrition program for the individual to one including the entire family.

The slogan, "U. S. Needs US Strong—Eat the Basic 7 Every Day," retains the best part of the former slogan, "U. S. Needs US Strong—Every day, eat this way," and substitutes an easy to remember phrase pointing out that there are 7 basic food groups.

The design for the new poster employs a circular presentation of the 7 food groups in place of the square blocks formerly used, as a means of emphasizing the fact that no one group of foods is more important in the daily diet than another.

It is hoped that the new poster with its easy to remember slogan, "Eat the Basic 7 Every Day," and with its colorful design, will be widely used in retail stores.

The new food groupings with the number, color, and foods assigned to each are as follows:

<u>Group No.</u>	<u>Color</u>	<u>Foods</u>
One	Green	GREEN AND YELLOW VEGETABLES . . . some raw—some cooked, frozen, or canned.
Two	Orange	ORANGES, TOMATOES, GRAPEFRUIT . . . or raw cabbage or salad greens.
Three	Blue	POTATOES AND OTHER VEGETABLES AND FRUITS . . . raw, dried, cooked, frozen, or canned.
Four	White	MILK AND MILK PRODUCTS . . . fluid, evaporated, dried milk, or cheese.
Five	Red	MEAT, POULTRY, FISH, OR EGGS . . . or dried beans, peas, nuts, or peanut butter.
Six	Brown	BREAD, FLOUR, AND CEREALS . . . natural whole grain—or enriched or restored.
Seven	Yellow	BUTTER AND FORTIFIED MARGARINE (with Vitamin A added).

In addition to the basic 7, eat any other foods you want.

The poster in full color, size 22 x 28, is now being printed and will be available for distribution about the middle of June. A complete distribution schedule will be furnished regional offices and State nutrition committees for their information as soon as possible.

A pamphlet, "How to Help Your Government Promote Nutrition," designed to encourage and make easy point-of-sale promotion has been approved by the Nutrition and Food Conservation Branch and is now in process of printing. It is being contributed in the interest of the Wartime Nutrition Program by Best Foods, Inc., in New York City. It explains clearly to the retail grocer just what steps he can take to help the housewife buy both rationed and unrationed foods to the best advantage—foods which are included in the basic 7. It is printed with illustrations in color and presents attractive adaptations of point-of-sale material for store display. Distribution through retail outlets is set for early June.

Another pamphlet, "The Official Nutrition Program and How Industry Can Cooperate With It," which is a complete revision and a new presentation to take the place of the former pamphlet, "How Industry Can Cooperate With the National Nutrition Plan," has also been prepared and is being contributed in the interest of the National Nutrition Program by the Kellogg Company of Battle Creek, Michigan. Copies of this pamphlet will be sent in the next News Letter. Both of these pieces of material will be distributed according to a carefully worked out plan which will seek to avoid any unnecessary duplication.

A new leaflet, "The National Wartime Nutrition Guide, is in process of preparation. This leaflet will list all the foods included in each of the 7 food groups, as well as foods commonly used which are not included in the 7 food groups, and will contain suggestions of how to use alternate foods from other groups when they are scarce in the groups in which they are listed. It will also contain 12 hints on food conservation. This leaflet will be printed in large numbers for general distribution and may be available by July from Regional Food Distribution Administration Offices.

Plans for promoting the industrial nutrition program, which are now in process of adoption, will be explained in the July News Letter.

Pressure Cookers for Canning

Every effort is being made to have sufficient pressure cookers available to take care of the increased volume of canning that will be done this year. Many people who already have cookers are being encouraged to use them to their fullest capacity and to share them with others. In many communities facilities are available to have these cookers tested by the Extension Service and utility companies to insure efficiency.

Materials have been allocated for the manufacture of a number of family size cookers, 7-quart capacity, which will be sold through the regular retail outlets. To be able to purchase one of these, a Form MR20A is secured from the County Farm Rationing Committee or retailer who has a cooker for sale, and the filled-out form is taken or mailed to the County Farm Rationing Committee. If this Committee approves the application, they will issue a Purchase Certificate. It is the responsibility of the purchaser to locate the pressure cooker before the County Farm Rationing Committee will issue the Purchase Certificate. The purchaser presents the Purchase Certificate to the retailer who is then allowed to sell the pressure cooker.

Volunteer Dietitian's Aide Corps

A Volunteer Dietitian's Aide Corps has recently been established by the American Red Cross to meet the shortage of dietitians and trained lay-assistants in hospitals and out-patient departments created by the war. Many women trained in nutrition and canteen work were eager for opportunities to give valuable service and were enlisted as volunteers by hospital dietary departments to meet emergency needs. The regulations for this service varied widely, indicating a need for establishing uniform standards for training, duties, and supervision. To meet this emergency situation a joint committee of the American Red Cross and the American Dietetics Association collaborated in setting up the training requirements and standards to be maintained for a Volunteer Dietitian's Aide Corps.

The Corps is only to be established on the request of a hospital. Required training consists of the 20-hour Red Cross Standard Nutrition Course or its equivalent and the 40-hour Volunteer Dietitian's Aide Course. For information consult your State nutrition committee chairman or your Red Cross Area Director of Nutrition Service.

Sincerely yours,



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Conservation Branch.



W. H. SEBRELL,
Associate Chief, Nutrition and Food,
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UNITED STATES DEPARTMENT OF AGRICULTURE
FOOD DISTRIBUTION ADMINISTRATION
Regional Administrators and Regional Nutrition Representatives

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*Regional Industrial Nutrition Representatives.

April 1, 1943.

A Selected List of Nutrition Articles Appearing in Monthly Publications Prepared by the Subcommittee on Educational Materials, Connecticut State Nutrition Committee. (Reprints not available from this office.)

COLLIER'S

- "Food to Fly On" by Hannah Lees—March 18, 1943, p. 13.
"Miracle Bean—Up and Coming Food, the Soybean"—January 23, 1943, p. 14.

COUNTRY GENTLEMAN

- "Plan Before You Plant." Alvina Iverson, February 1943, p. 76.

GOOD HOUSEKEEPING

- "Your Home—Canned Food—Eat It, Don't Save It." H. Kendall & L. Chapman, February 1943, p. 81.
"Plan Your Canning Now." H. Kendall & L. Chapman, May 1943, p. 92.

HYGEIA

- "Fighting Foods." R. M. Cunningham, Jr., February 1943, p. 118.
"The Food We Eat." Miriam Zeller Gross, February 1943, p. 124.
"Food Rationing and Nutrition." W. W. Bauer, March 1943, p. 173.
"The Food We Eat, III" by Miriam Zeller Gross, May 1943, p. 358.
"We Won't Starve." Phoebe Mayo Walters, May 1943, p. 364.
"Factors in Nutrition." Amelia Lantz, May 1943, p. 348.

LIFE

- "Variety Meats." January 11, 1943, p. 52.

McCALLS

- "How About Using Dry Milk?" E. V. McCollum, March 1943, p. 50.
"Potatoes Are a Protective Food." E. V. McCollum, May 1943, p. 54.

PARENT'S MAGAZINE

- "Milk in the Wartime Diet." E. S. Banks and C. Brownstone, January 1943, p. 46.
"Steer a Good Main Course." E. S. Banks and C. Brownstone, March 1943, p. 43.
"A Hot School Lunch for Every Child." M. G. Ellsworth, April 1943, p. 22.
"Make the Most of Spreads." E. S. Banks and C. Brownstone, May 1943, p. 50.

WOMAN'S HOME COMPANION

- "Ice Harvest." K. Dospassos, February 1943, p. 27.
"What Do You Know About Milk?" Edward T. Wilkes, M. D., May 1943, p. 78.

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