

National Mark canned fruit and vegetables : be sure to add these foodstuffs of quality to your shopping list / [issued by the Ministry of Agriculture and Fisheries].

Contributors

Great Britain. Ministry of Agriculture and Fisheries.

Publication/Creation

London : Ministry of Agriculture and Fisheries, 1935.

Persistent URL

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NATIONAL MARK CANNED FRUIT AND VEGETABLES



Be sure to add these
FOODSTUFFS OF QUALITY
to your shopping list

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THE NATIONAL MARK
(Regd. Trade Mark)

HOUSEWIVES :

There are many reasons why you should buy National Mark canned fruit and vegetables, and it is the purpose of this leaflet to bring them to your notice.

THE NATIONAL MARK

Although there are many housewives in England and Wales who regularly buy National Mark foodstuffs, you may not know of this national service offered by the Government to the housewife. The National Mark, which is reproduced above, is a national trade-mark registered in the name of the Minister of Agriculture ; when you see this mark on an article of food or on a can, box or other form of container, you may be sure that the foodstuff itself, whatever it may be, was produced in England and Wales and that it is of a definite standard of quality.

The individuals or firms who are authorised to apply the National Mark to their products guarantee, by the use of the National Mark, that those products reach certain standards of quality laid down by the Ministry of Agriculture, whose officers make frequent inspections and take samples so as to make sure that all possible steps are being taken to maintain these quality standards and the reputation of the National Mark.



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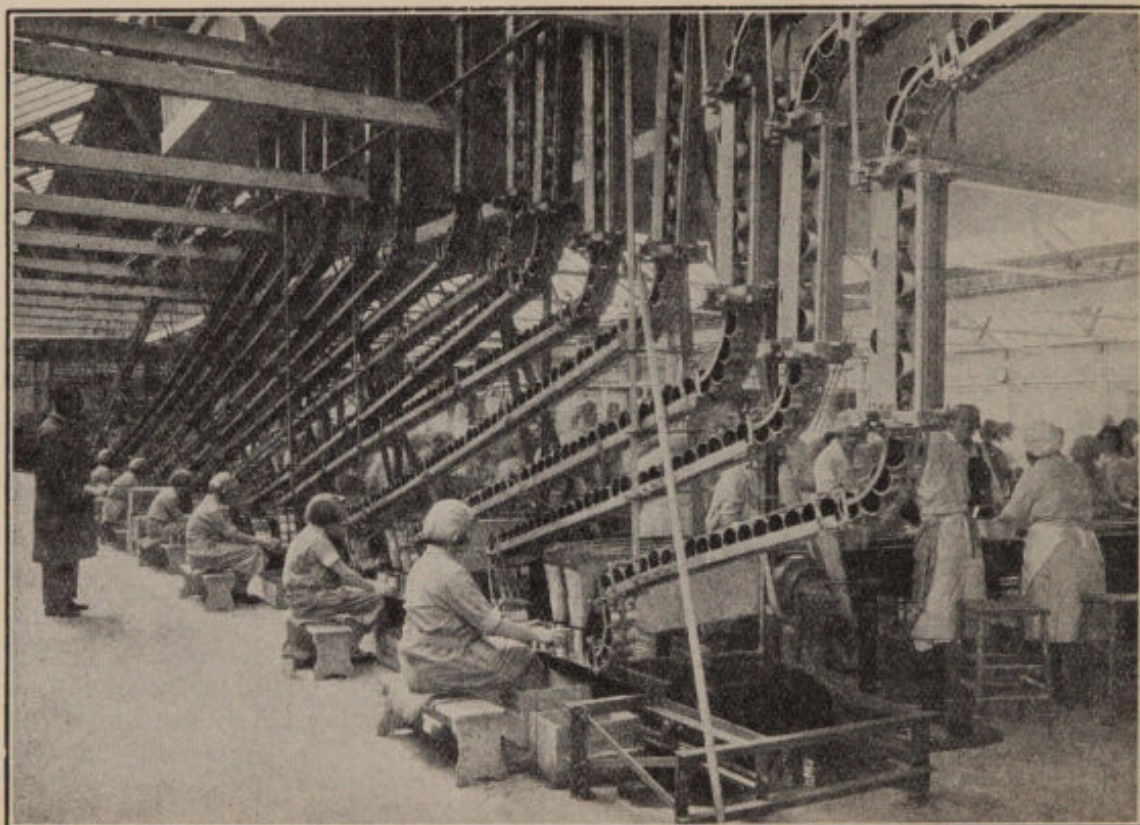
The fruit is carefully inspected as it travels, on white rubber belts, on the way to the can.

CONVENIENCE

National Mark canned fruit and vegetables are always ready for use. They need no preparation and they entail no waste. When this already cooked food is served cold there is a saving of coal, gas or other fuel. Friends may drop in unexpectedly, but the housewife who has these home-grown canned products in her store cupboard can provide a varied and delightful meal without fuss or bother.

QUALITY

When you go to buy food for your households you think first of *quality*. From what has already been said, you can be sure of the quality of National Mark canned fruit and vegetables. The fruit and vegetables are carefully selected before being put in the can, and at intervals all through the canning season officers of the Ministry visit the canneries to make sure that the quality standards are maintained. With the same object in view, samples are bought at retail shops and carefully examined for quality and purity.

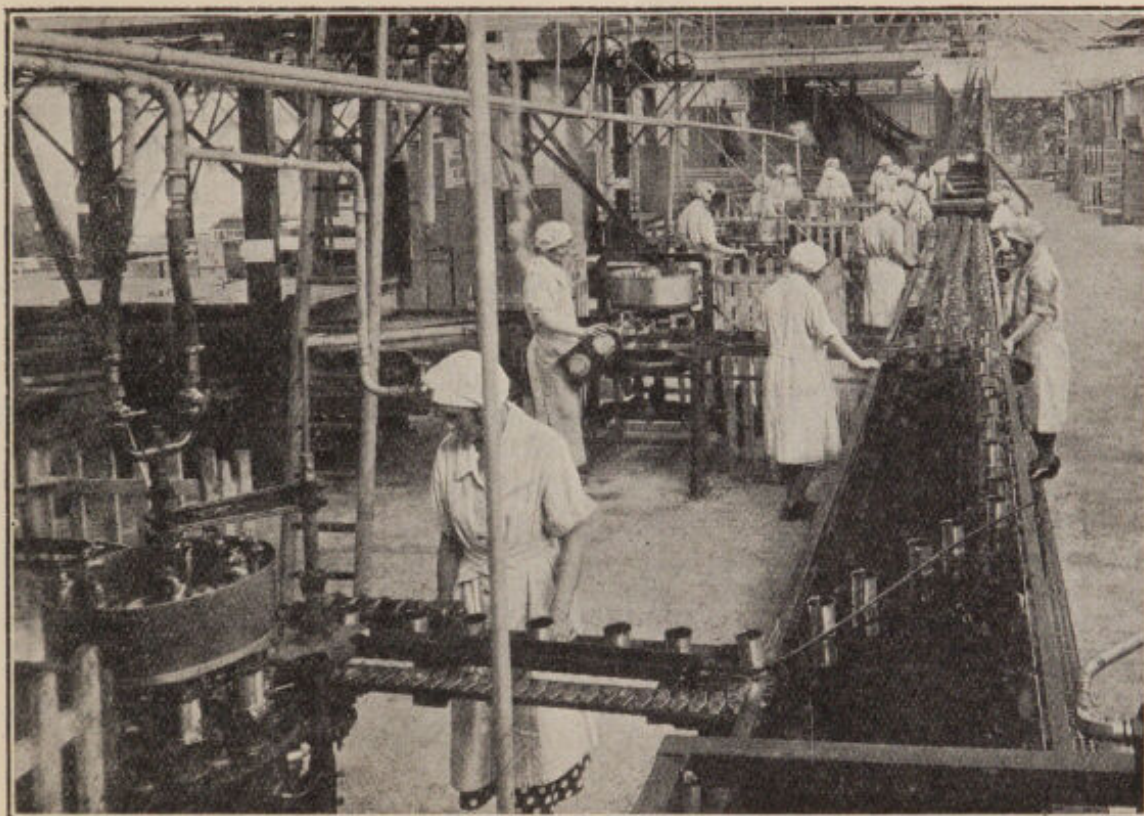


Fruit being delivered from inspection belts into the cans without being handled.

FRESHNESS

Freshness is, of course, an essential part of quality, but it is so important that it is given a section to itself. It may be thought that food that has been sealed up for some time in a can cannot be termed "fresh." But you need to have no fear of National Mark canned fruit and vegetables, as they are really *fresh* foods. If you were told that the fruit or vegetable was picked and canned in the same day, you might be satisfied. In many instances, however, it is picked and canned *within a few hours*, because the National Mark canneries have mostly been built close to the orchards and gardens where the products are grown.

The fact that the fruit and vegetables are canned when fresh is very important, because those precious things called vitamins in the raw products are still present when the products are packed in the can and the process of canning, which is a very rapid one, tends to preserve those vitamins more surely than if you cooked the raw products in your own kitchen.



The filled cans move on travelling belts into the syruping machines

CLEANLINESS

The canning firms who are authorised by the Ministry of Agriculture to apply the National Mark to their products, must see to it that their works, their equipment, and their methods of canning are clean and hygienic.

The photographs in this leaflet will give you some idea of the cleanliness of English canning factories and their methods.

QUANTITY

There is no shortage of supplies of good quality fruit and vegetables in this country. You have but to create the demand and the English growers will grow more and the factories will instal more plant and *employ more operatives* to meet your demand.

VARIETY

Thanks to the young English canning industry, you can now enjoy a wide variety of fruit and vegetables on your luncheon and dinner tables all the year round. So many of our popular fresh fruits and vegetables have only a short season, but canned fruits and vegetables are always in season, and so you can enjoy such things as peas and strawberries in December.

Here is a list of the English fruits and vegetables which are canned under the National Mark :—

FRUIT.	VEGETABLES.
Gooseberries.	Peas.
Plums.	Beans.
Strawberries.	Carrots (whole).
Loganberries.	Celery (hearts).
Raspberries.	New Potatoes.
Blackcurrants.	Turnips (whole).
Red Currants (alone or with raspberries).	Spinach.
Blackberries (cultivated).	Beetroots (whole).
Cherries.	Macedoine of vegetables.
Apples.	

The Ministry of Agriculture has recently published a novel National Mark recipe book. The recipes have been contributed by well-known experts, and the book contains a chapter of recipes for making the best use of National Mark canned fruit and vegetables. You should apply to the Ministry of Agriculture (Dept. C.L.), 10, Whitehall Place, London, S.W.1, for a free copy of this recipe book.

HELP HOME INDUSTRIES

Canned English fruit and vegetables are being bought in increasing quantities, but we still eat much larger quantities of imported canned goods. It has been calculated that out of every six cans of fruit we eat, only one contains English fruit, the remaining five containing fruits grown and canned abroad.

In view of what has been said about the quality and freshness of National Mark canned English fruit and vegetables, there is every reason why we should buy them in preference to imported canned products. If we buy National Mark canned goods, we shall not only be helping this young industry to expand and provide more employment in the canneries, but we shall be helping the growers of the fruit and vegetables and the home industries that serve the canning industry—coal-mines, tinplate factories, can, box and label makers and transport companies. The canneries are situated in the fruit and vegetable-growing areas. They assist in improving the economic position of our small market towns and villages and in creating an active demand for the manufactured products of Lancashire, Yorkshire and the industrial areas of the Midlands and South. Buy National Mark and thus help to restore prosperity to our countryside and our towns.

MANY OF YOUR POPULAR BRANDS

BEAR

THE NATIONAL MARK

BUT BE SURE THE MARK IS ON THE CAN
(see p. 8)

LOOK
FOR THE
NATIONAL MARK

CANNED FRUIT



CANNED VEGETABLES



THE MARK
OF
QUALITY

MARKETING LEAFLET 60A.

Issued by the Ministry of Agriculture and Fisheries.