



# Swift & Company

PACKERS STATION

KANSAS CITY, KANSAS



## Introduction to Showing of Nutrition Film

### "HIDDEN HUNGER"

For a long time, nutrition was something that chiefly concerned home economists. The average citizen paid little attention to such things as balanced meals, proteins, fats, carbohydrates, minerals and vitamins. Today that situation has been changed. More and more we are becoming a nation conscious of our diets. It is one of the good things which has come out of this war. With limited food available, it has behooved our homemakers to plan, to select and to prepare meals with more care, and with more attention to good nutrition standards.

Much of the present-day interest in nutrition traces back to the educational campaigns of our government and of private industry which have helped drive home the facts about good nutrition.

By way of introduction to the showing of "Hidden Hunger," I would like to take you back to pre-Pearl Harbor days and discuss some of the developments which led to the production of this nutrition film.

The National Nutrition Program had its inception in a meeting called by President Roosevelt in May, 1941. Purpose of this meeting was to discuss nutrition and how the lessons of right eating could be brought before every man, woman and child in the United States. With United States' involvement in World War II imminent, good nutrition became of paramount importance as a means of building a stronger and healthier America to face the rigors of war.

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