

MINISTRY OF AGRICULTURE

55, WHITEHALL,
LONDON, S.W.1

PRESS NOTICE

17th April, 1942.
M.A.F. 717

THE NATIONAL CALF STARTER

A New Calf Food

A new calf food, the National Calf Starter, will be on sale against calf food coupons early next month. It has a double function: it will help to give calves a good start in life; and the feeding of it at an early age will mean the saving of milk, now so urgently needed for human consumption.

It is made by experienced firms under licence from the Ministry of Food, and the price will be £27. 10s. 0d. per ton gross weight including sacks delivered to farmer's station, merchant's premises or retailer's shop, plus the usual charges for small lots. It is packed in 42 lb., 56 lb., and 1 cwt. bags, and full instructions on how to prepare and feed it will be contained in each package.

Further information about the value and use of this calf-food may be obtained from the Ministry of Agriculture Leaflet on National Calf Starter, for which application should be made to the Lindum Hotel, St. Annes-on-Sea, Lancashire.