



## DIG FOR VICTORY!

In October 1939, "Dig for Victory" was the hugely successful propaganda campaign initiated by the Ministry of Food that encouraged civilians to grow their own fruit and vegetables in order to reduce Britain's reliance on imports. In the 1930s, 75% of pre-war Britain's food was imported by ship and the German U-boat blockade threatened the home front with starvation.

A 'Dig for Victory' campaign was started and people were urged to use any spare land to grow vegetables – this included parks, golf clubs and even the moat at the Tower of London.



'Doctor Carrot' and 'Potato Pete' were cartoon characters featured on the campaign posters and they encouraged people to turn their flowerbeds into allotments. This home-grown produce could then be used to supplement rationed food. During WW2 carrots were in plentiful supply and were used in several wartime 'mock' recipes like Carrolade, carrot jam and even carrot ice lollies! (which were simply

frozen carrots on a stick). The Ministry of Food developed a cartoon character called Dr Carrot, who carried a doctor's bag containing Vitamin A, as part of their campaign to encourage healthy eating during rationing. Government propaganda suggested that beta-carotene (or vitamin A) which helps night vision was responsible for the RAFs increasing success in shooting down enemy bombers. (This is where the popular saying that "carrots help you see in the dark" came from!)





Professional gardeners toured schools and gardening societies giving advice to beginners. Children helped by doing the weeding and those living on farms helped to harvest the fruit and vegetables.



By 1943, there were 3.5 million allotments in Britain, producing over a million tonnes of vegetables. Many people also kept ducks and rabbits to eat and chickens for eggs. 'Pig Clubs' were started for collecting food leftovers in big bins to feed the pigs. Neighbours would save all their scraps for the pigs and then receive a share of the meat when the animal was butchered.

This spirit of teamwork and sharing prevailed during wartime with people helping each other out and sharing what they had for the good of them all. Bakers would light their industrial sized ovens on Sundays so that the whole street could share and cook their joints of meat together.





## HAVE A GO...

Try making one of the recipes attached using potatoes or carrots. How was it? Send us your pictures and reviews. Do you think you would like to eat this sort of food every day? Why not make up a recipe of your own remembering that not only can you only use fruit and vegetables that you can grow in your garden but that it has to be in season – you can't grow strawberries in the winter for example, so make sure your ingredients would have been available.

[Click here](#) for the **Carrot Jam** recipe!

[Click here](#) for the **Potato Pancakes** recipe!



Make a paper plant pot and plant some seeds!

[Click here](#) to view the instruction video!



## Plan your mini allotment!

Using an A4 sheet of paper (or graph paper if available) draw out your ideal allotment.

Remember to consider which fruit and vegetables are in season and when.

Try and plan it so that you always have something growing for you to eat.

Think about where the fruit and vegetables come from – for example, would you be able to grow bananas and citrus fruits in this country?

[Click here](#) to view an example!

Dont forget to let us know how you get on by emailing us at [InvestigateAviation@lincolnshire.gov.uk](mailto:InvestigateAviation@lincolnshire.gov.uk)