

---

---

## FOOD CAMPAIGNS THROUGH THE MEDIUM OF THE PHILIPPINE PUBLIC SCHOOLS.

By NORTH H. FOREMAN, Inspector of School Gardens and Sites.



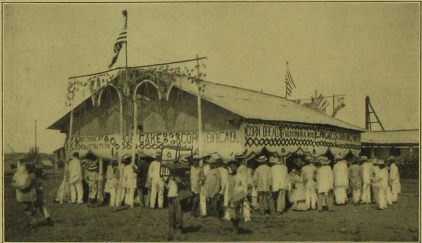
**I**N the world's history whenever emphasis was to be placed upon any undertaking intended for the social, moral, or economic advance of people it has usually taken the form of a popular campaign. In ancient times campaign work was mostly religious in nature. Most noted of such campaigns were the Crusades, which enrolled not only warriors but, in one famous crusade, even young children. In later times special campaign work has had to do with civic improvements and in extending the strength and commercial importance of various countries.

In most recent years a new type of campaign has sprung up which differs greatly from the various lines of work which have been fostered and encouraged through campaigns in the past. This new campaign takes the form of interesting the people in the production of food. As special campaign work its interest has been centered largely upon the young producers who are most easily reached and through whose influence the older people of the community are instructed.

The first real food campaign began in the United States in 1907. The work was extended through the means of special clubs which at first were organized and supported largely, and often entirely, by local contributions. Although without any definite head or organization other than the encouragement which the United States Bureau of Agriculture gave the work, these campaigns multiplied in the form of corn clubs, cotton clubs, girls' canning clubs, until in 1912 it was estimated that 75,000 boys and 25,000 girls were enrolled in this work. The girls' clubs were chiefly concerned with the growing of tomatoes and the canning of products for home consumption. The object was to aid in the readjustment of farm conditions by the raising of home supplies. Assistance and encouragement in various forms were given the work by newspapers and influential citizens who kept the public interested and provided funds for suitable prizes in the forms of cash, certificates, or special excursion trips. The last named is

the most popular and probably the most beneficial form of prize. In many places large cash prizes were awarded and in one county in Illinois 5 acres of land were given to the winner.

The first food campaign in the Philippines was launched in 1904. Instructions were issued that a school garden should be conducted in connection with every primary school. From this beginning the garden work has extended as regularly required industrial work in the public schools and is now pursued by the boys with the same attention that is given to arithmetic and other academic branches. This work has further multiplied in the form of home gardens, which are increasing at the rate of several thousand a year. The home garden movement is a steady cam-



A corn demonstration at Cavite.

paign with no reward other than the actual products which the boy harvests and takes to his home as his personal property.

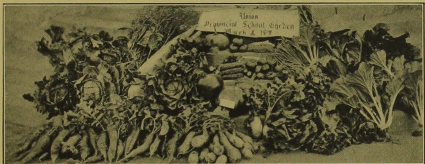
In 1910 the question of taking some one special food staple and encouraging its production by means of a special campaign was placed before the Director of Education and was given careful consideration, but a definite plan was not formulated at that time. The food shortage which was caused by the drought of 1912 furnished an opportune time for the inauguration of a campaign to encourage the production and use of corn, which was selected as the staple best suited for special campaign work in the Philippines. The climatic conditions of the country and the home surroundings and training of the people are such that the corn campaign was organized to provide for all features of the work.

It also became necessary to give emphasis to corn growing, corn cultivation, its preparation as a human food, and the introduction of a suitable mill for preparing meal. This work was accomplished by the following means:

(1) Corn-growing contests to instruct the people in seed selection, soil preparation, proper cultivation, and the saving of seed.

(2) Corn demonstrations to instruct the people in the various uses of corn. These demonstrations took the form of popular food demonstrations, market demonstrations, cooking lessons in domestic science classes, the distribution of corn recipes, and the introduction of a hand corn mill.

The work was popular and well received by the people. Unqualified support was given by the newspapers, officials, and private citizens. Teachers were enthusiastic in the work and a large enrollment was secured for the corn-growing contests.



Garden products.

Wherever popular corn demonstrations were held immense crowds were present. In most towns reports state that the crowds were the largest ever assembled for any public purpose.

(3) A civico-educational lecture was prepared for instructing the general public in the essential points to be observed in growing and using corn. This lecture was translated into the various dialects and given in all barrios in the Philippines. In this manner the remote communities were reached and the support of the people enlisted in this campaign.

During the year 30,327 boys were enrolled in the corn-growing contests and 6,000 girls were instructed in the preparation of corn foods. It is also estimated that fully 500,000 people attended the corn demonstrations and that one-third as many were present at the corn lectures. The first year's work closed with a final corn exhibit and demonstration as an educational feature at the Manila carnival, which was held in Manila, February 1 to 9,

1913. It was the first corn exhibit ever placed in Manila. The winners of the contests which were a part of the first year's work were Vicente Meria, Asingan, Pangasinan, for the quantity contest, and Catalino Alger, Calamba, Laguna, for the ear contest. Before this contest was officially closed arrangements had been made to continue the work another year in the form of a similar campaign with special emphasis to be given continual cultivation so as to keep the land producing throughout the year, either by growing additional crops of corn or by planting legumes or some desirable root crop. The work of instructing the people in food preparation by means of corn demonstrations in the public market and on special days, as well as in domestic science classes was continued in all sections of the Philippines. The plan of having a working demonstration where corn dishes are cooked in

full view of the general public, the food served to the people, and printed recipes distributed was also continued.

Reports of the entries in the corn-growing contest for 1913 received from the various provinces show that 43,561 boys are enrolled.

It is evident that the corn campaign has now reached a point where it is really a government enterprise, although it is still conducted by the Bureau of Education. A special building was erected at the 1914 exposition grounds for showing some of the important features of this work. This building contained the final corn exhibit which

included corn from every province in the Philippines.

Various minor food campaigns have also been inaugurated and conducted in the public schools by the Bureau of Education. Each of these minor food campaigns is a continuous campaign which goes on from year to year as a regular part of the agricultural instruction given in the schools. The work is what might be called a quiet campaign in that no great publicity is sought and results are secured by the introduction of the work into the homes through the regular school agencies.

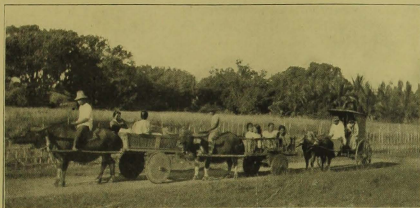
One of these campaigns pertains to the production and use of sweet potatoes (camotes). In large sections of the country; especially among the mountain tribes, this vegetable furnishes a large amount of the food consumed for several months during the year. A special campaign of this nature which has for its



Primitive method of traveling.  
On the way to a corn demonstration, Zambales.

object the growing and use of camotes has been organized in the public schools of Benguet.

The yam has also been taken up in a special way in connection with intermediate schools and home gardens. This plant is best



Corn demonstrators en route, Zambales.

known in the form of the two varieties which are tugué and ubi. Agricultural authorities and dietists claim that the small white tugué, which is common in many parts of the Philippines, is a better food than the Irish potato, which is at present imported into the Philippines in large quantities.

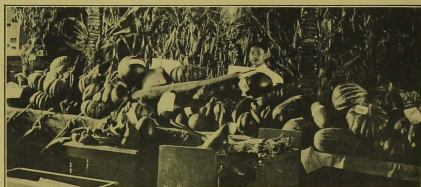


Interested visitors at a corn demonstration, San Mateo, Rizal.

The cultivation of legumes has also been encouraged in connection with the 1913 Corn Campaign. The emphasis given these plants is shown in the requirement that the corn plot shall be kept under cultivation throughout the year, either by growing subse-

quent crops of corn or by growing some legume. The need of this is evident, as the value of the legume as a soil enricher is important, as well as the food secured from its seed. Special plots of legumes for the purpose of selecting the most desirable varieties and of saving seed for distribution among the people are prescribed for intermediate schools.

Another minor campaign of which great results are expected in a few years is the campaign to promote the production and propagation of desirable fruits. In its true sense this is a food campaign which will ultimately be of as much benefit to the people as any of the other campaigns which show quicker results. The fruit campaign has been steadily gaining way for several years although it has received minor publicity on account of its position as one of the regular features of garden instruction



A "garden day" exhibit, San Juan, Batangas.

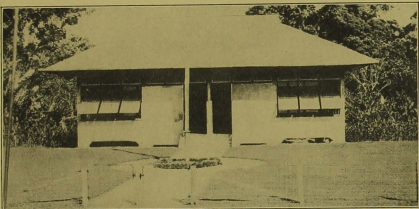
given in Philippine public schools. At present a large number of schools maintain small nurseries for the securing of desirable fruit seedlings and other young plants for use at the homes of the pupils.

There are also to be mentioned the agricultural fairs which have been encouraged for several years by the Bureau of Education in the form of "garden days" where the schools and people are asked to exhibit the agricultural products of the community. In a large number of localities these small garden days have become so large that they are real agricultural fairs. This special work is a true food campaign although an indirect one. There is probably no single feature of agricultural instruction which will awaken the pride of the community quicker than getting it interested in having annual exhibits of agricultural products. It is hoped that eventually the work will grow until the



town fiesta, which is at present the real holiday of each municipality, will be largely agricultural in character. At these agricultural fairs or "garden days," as the rural teacher often calls them, exhibits of the products of the school garden, home gardens, and of the community are displayed. Not only is a stationary exhibit placed but the school girls invariably have a working demonstration of the preparation of some one or more plants as a table food for the people. Recipes which do not demand ingredients or utensils not common in the locality are demonstrated and copies distributed free to the public.

The steady campaign which the Bureau of Education is carrying on for the propagation and distribution of desirable native vegetables is a minor food campaign, as it makes possible more and better food for the people. The leading feature of this work



Results of campaign for better school buildings and grounds.

is the emphasis given to the saving of seeds, which is a definite requirement for public schools. It is also much needed, as there is no place in the Philippines where seeds of the most desirable native vegetables can be secured. It also tends to call attention to the value of vegetables which are acclimated and liked by the people.

The Philippines offer opportunities for conducting continuous food campaigns which are not found in other countries where this work has been successfully demonstrated. Climatic conditions are such that corn is gathered for food each month during the year in some part of the Philippines. Likewise vegetables can be grown every month in the year by paying proper attention to the varieties planted. On this account it is apparent that a constant campaign will bring about great results.

It must not be assumed from the foregoing that only favorable conditions exist in the Philippines, as droughts, which are really more to be feared in tropical countries than in others, storms, and the ravages of locusts furnish drawbacks which are not to be lightly considered.

The results of the food campaigns encouraged by the Bureau of Education and now conducted almost entirely as a feature of the industrial work taught in the public schools, have been felt for their beneficial effects from the beginning. These results have become apparent in various ways, but the most conspicuous are:

- (1) Statistics showing larger corn production.
- (2) Corn as a human food appreciated by the people.
- (3) More food for the common people.
- (4) Food for every month in the year.
- (5) Better health conditions.
- (6) Tremendous decreases in rice importation which amounted to many thousand pesos monthly during the past year.

When this outcome is considered there is little doubt that food campaign work pays abundantly and that practical educational work will be instrumental in bringing about a marked improvement in the economic conditions of the Philippines.

---

#### SEND YOUR BOY TO AN INDUSTRIAL SCHOOL

Too large a class of young people in America, of both sexes, are seeking pursuits not requiring manual labor. Their education, as given at present in the high schools and colleges, tends rather to unfit them for the active industries of life in a country where the vast resources of nature are waiting for willing and trained hands to utilize them. The American boy, with his inborn ambition and natural ingenuity, would cease to regard manual labor as drudgery if his hand and mind together were industrially trained through the school period. (William Mather.)

o o o

Ask the laborer in the field, at the forge, or in the mine; ask the patient, delicate-fingered artisan, or the strong-armed fiery-hearted worker in bronze, and in marble, and with the colors of light; and none of these, who are true workmen, will ever tell you that they have found the law of heaven an unkind one—that in the sweat of face they should eat bread till they return to the ground; no, that they ever found it an unrewarded obedience, if, indeed, it was rendered faithfully to the command "Whatsoever thy hand findeth to do, do it with thy might." (Ruskin: Work.)