

CELEBRATING OUR WARTIME FOOD HEROES

DIG FOR VICTORY

The Dig for Victory campaign was launched in 1940 to combat food shortages by promoting the planting of allotments in gardens and on public land. The aim was to make Britain as self-sufficient in food as possible. People were encouraged to turn their flowerbeds into vegetable patches and grow fruit and veg anywhere that could be cultivated.

Dig for Victory helped evoke the Great British spirit and build the sense that all members of population were involved in the war effort. Before the war Britain imported about 75% of its food. By 1945, 75% of food was produced in Britain and allotment numbers rose from 815,000 to 1.4 million.



"This is a food war. Every extra row of vegetables in allotments saves shipping. The battle on the kitchen front cannot be won without help from the kitchen garden."

Dig for Victory Anthem

*Dig! Dig! Dig! And your muscles will
grow big big big
Keep on pushing spade
Don't mind the worms
Just ignore their squirms
And when your back aches laugh with
glee
And keep on diggin'
Til we give our foes a Wiggin'
Dig! Dig! Dig! To Victory*

Today...

Many of the Dig for Victory outcomes reflect today's concerns like having access to fresh healthy food, being active and living sustainably. At a time where consumers are thinking more about the ethical and environmental impacts of their food choices, growing your own can provide a source of fresh, local sustainable and nutritious food.



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