

Year 4 Afternoon Learning –

Week beginning Monday 1st March 2021

This is your themed learning for History:

World War II – ‘The Dig for Victory’ campaign

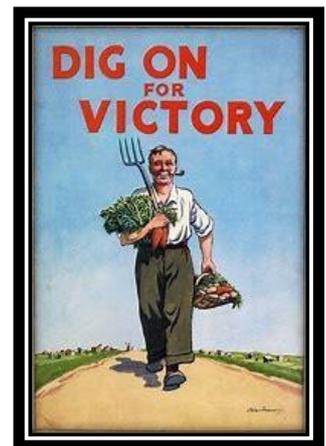
What was it?

The ‘Dig for Victory’ campaign was a British campaign during World War II that aimed to reduce the amount of food being shipped in from other countries, instead growing food such as vegetables here in the United Kingdom.

Why do it?

Not only did it provide additional food to keep the country fed during rationing, reducing the amount of food on ships meant that there was more space to ship in other much-needed items such as weapons, ammunition and other materials.

Also, enemies during the war began to block ships from coming to Britain, so it was important to rely less on imported food. Without the additional food the campaign produced it is possible that the ships blockading the food imports could have starved the British nation into submission.



How was it encouraged?

Many forms of *propaganda* were produced to encourage the British people to take part in the campaign. Propaganda is information, often biased or one-sided, used to promote a political cause or point of view – which in this case was the ‘Dig for Victory’ campaign.

Propaganda was produced as government videos, radio, news articles, books, poems, but mostly posters. Below is a poem about the campaign:

Dig for Victory the Government cried,
On every allotment the land tilled,
Vegetables planted, nothing denied,
Every piece of land filled.
Row upon row of carrot, turnip and marrow
Of cabbage and swede; at least enough to feed
Every mouth in England.
Good old ‘Doctor Carrot’
Guard your health.
‘Potato Pete’, keep them sweet.
Don’t waste the soil.
PLANT, PLANT, PLANT
Honest, earnest toil.



‘Food’ the Government claimed,
‘Is the munition of war’
Turning land, no longer retained
But used, under new parliamentary law,
To grow root vegetables and potatoes galore.
Flowers no longer grown in cottage gardens
No roses in their beds,
But beans and peas and onions,
All cultivated instead.
And herbs upon the shelter’s roof
Was proof for everyone to see
That we were digging earnestly,
For that eventual victory.



Thank the yanks for all those treats,
 For spam, corned beef and gum,
 For chocolate and even sometimes sweets
 That were welcomed by our tum
 Tinned food, meat and butter: all rationed
 Barely oranges and no bananas,
 And the Land Army so rightly commissioned
 To help overworked, industrious farmers
 Apple and custard at harvest time,
 In the Summer, raspberries galore,
 Cabbage stewed, cabbage boiled,
 Cabbage – oh please no more!
 So Dig for Victory for the common good of you and me,
 For food is the munition of war,
 And it is clear from all the posters, that if we are to win:
WE NEED MORE!

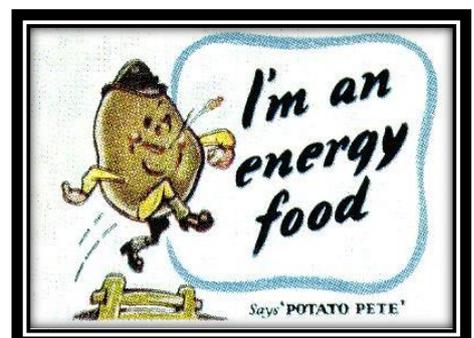
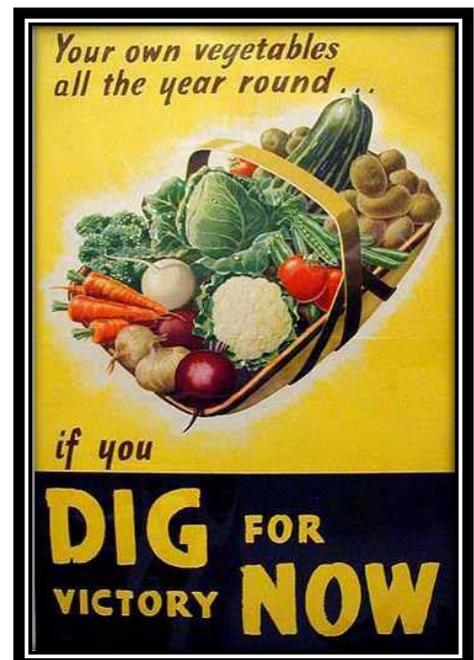
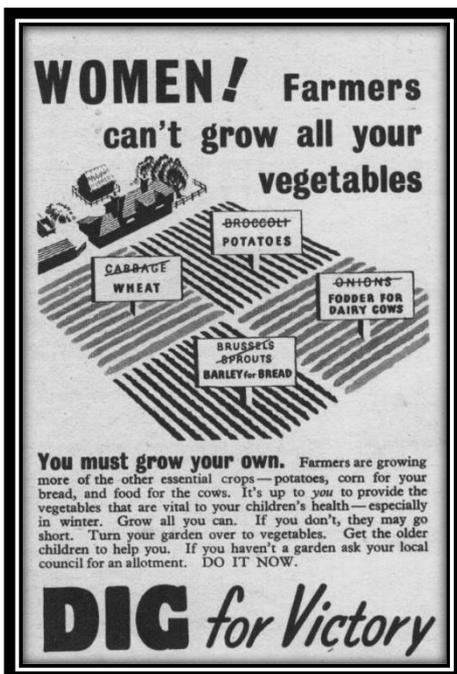
The characters 'Doctor Carrot' and 'Potato Pete' were characters created for children to show them the benefits of eating vegetables. It promoted vitamin A (good for eyes, skin and bone).

Many American soldiers, called GIs or Yanks, were stationed in parts of Britain. They brought treats over with them because food wasn't rationed in America.

The Land Army was the name given to women who went to help the farmers, filling jobs previous done by men.

Your task: Design a 'Dig for Victory' style poster that could encourage people to grow more vegetables in modern day.

Below are some World War II examples to use as inspiration:



Design your poster here or use your own paper. *You can make your own slogan!*

