

of trade than does the combination of agriculture, mining, fishing and energy.

• (1540)

All this activity supports some 350 cities and towns throughout our country. Whole regions of the country depend on this industry, having less of an opportunity to strive for a more diversified economy. Expanded markets and intensive management offer the exciting potential of new employment opportunities for hundreds of thousands of Canadian workers. But, Sir, there will, of course, be new pressures and new demands which the industry will be placing on the available fibre. There will be more demands for feed stock for an industry which is already among the most efficient in the world.

These demands will be strong because we want to capture these new opportunities, these new markets and create these new jobs. Dealing with these demands today against the new demands which will have to be met, which are even more insistent, more imperative and more compelling, will be very hard, and I speak here, of course, of the demands that the environmental movement is making.

Until now the industries using trees have held primary claim to our vast resources, but it is no longer a matter between industry and the trees. Forest users are being held accountable today for the environmental effects of their own operations. They are having to share the forests more and more with other users and to take into account the impact which their forest operations have upon the environment. A multi-billion dollar tourism sector is supported by our forests.

I only cite these facts to point to the tremendous pressures which our forests must face, not only to maintain the strong contributions, but in addition to respond to new demands, new opportunities, and to do so meeting higher standards.

Now how are we to cope with these pressures? How are we to take advantage? What choices are we to make and how do we cash in on these opportunities? Well, hon. members would have discovered this morning when they came to work that they had a blue basket next to their desk. We had an argument just before I started to speak, about recycled paper. We have to find the best of

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all of these ideas to stretch the resource. The industry has to adjust to more value-added products, increase and broaden the milieu of their products which are sold throughout the world so that they can get the proper returns and pay for the costs that are associated with getting into intensive silviculture.

Well again, Sir, this is what this bill is all about. The bill before the House calls for expanded forest research. Now research has always been, as you know, a federal responsibility. We fund almost all the research that goes on in universities. My department has six research stations which have earned themselves a reputation throughout the world, and they are strategically located throughout the country.

We intend to give the research we are doing new direction. The first thrust, of course, would have to be in technology transfer, more site-specific research, transferring the ideas to the field. Our research would have to concentrate, particularly in the universities and in other centres, on the area of the environment, creating and producing new products, organic products that will help us replace in the forests the harmful agents which we had to use in the past to spray against insects and disease. Our research will be targeted at improving the efficiency of our mills, increase their utilization and the utilization of the resource. And of course, as we all know, some of these efforts are already under way. We are building a new foreign tech centre at the University of British Columbia and we are contributing to that facility in a respectable manner.

Other mandates in the 1960 bill are once again introduced here in order to promote development of national principles and policies for forest conservation. Another one is to generate federal-provincial co-operation in forestry and I have talked about that.

Finally, the bill calls for the new department to educate and to inform Canadians so that public opinion will support integrated balanced forest management of the highest order. This is a very important aspect of the work that I anticipate doing in the coming months because, unfortunately and tragically, public opinion is misinformed and some of the public attitudes are formed from a basis of poor information.