

the language, its requirements reflecting the needs of the various French-speaking communities in all parts of the country.

### Role of Quebec

Faced with this task, it is normal that we should rely heavily on the province of Quebec. Since Quebec is the heart and soul of French Canada, it must be counted on to pump an increasing amount of French culture into the veins of this country's far-reaching, isolated pockets of French-speaking citizenry. By hosting this Conference, the city of Chicoutimi has shown a willingness to assume this role. A commitment of this type by Quebec is an important sign that brings hope to us all.

Like science and technology, language and culture are also subject to evolution, progress and change. The process of adjustment, adaptation and, sometimes, compromise is possibly even more difficult in the latter case. The mobility and industrialization of the modern era are having a noticeable effect on all the socio-cultural and linguistic activities that surround us.

The French presence in Canada is not limited to folklore. I am among those who believe that the everyday occurrences of the French-speaking community in Canada, regardless of location, are the expression of a fully-assumed collective way of life, bearing the mark of freedom and progress.

### Bilingualism federal aim

In your analysis of the situation, in your study of the priorities, it is important that you remain aware of the fact that the Federal Government is pursuing more or less the same objectives as many of the groups represented at this Conference. To that effect, let me quote the Prime Minister, who is also the honorary chairman of this Biennial Conference. In a speech delivered before the House of Commons on October 2, 1974, Mr. Trudeau said:

"We must find a way to close the book on the old dream of English unilingualism, but we must also accept both sides of the linguistic divide, the actual consequences of a linguistic dualism, not just tolerated with more or less silent resistance, but openly accepted, supported, encouraged. It stands to reason that the French now

being spoken by six million people on a continent inhabited by some 240 million English-speaking people must be given special consideration in order to survive and flourish."

Bilingualism is one of the basic elements of Canadian society. In the Federal Government's eyes, official bilingualism remains a national objective, tending to guarantee both language groups the opportunity to live according to their preferred standards.

### Progress from mere survival

The linguistic dichotomy in our country, the national bilingualism policy, the French language in Canada, all rest on certain conditions and are based on certain facts. First, there is the French-speaking community, present and active in various parts of the country. In spite of its minority position in this country and throughout the continent, and notwithstanding the fact that it is mostly concentrated in a specific area, the French community has progressed from a state of mere survival to become dynamic, militant, and resolved in its effort to expand and flourish.

Through a concerted effort to create public awareness, Quebec has already gained a certain amount of recognition as the leading proponent of the French language in this country. This success is basic to the progress of the French language in Canada because it enables Quebec to further broaden its horizons. But some obstacles have yet to be overcome. As yet, there are still a few Canadians, from all geographic and cultural origins, who fail to understand that the use of French as the basic language of instruction, work, play, and culture in Quebec is as natural as the use of English in British Columbia or Newfoundland.

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As regards culture and heritage, the key to the future is not held exclusively by managers and technocrats, or by scientists, to whom the *Apollo-Soyuz* mission presented only minor problems. No, the people holding a special key to the future are the artists, the poets, and all other cultural creators and moderators. But the problem remains a very real one. In today's society, we must create an

open culture, authentic, capable of attracting young people and fostering in them a love for a cultural legacy. This is a fundamental question, the most important one really, since it means cultural survival.

### Cultural explosion

The solution to the needs of these young people is directly related to what is commonly known as the cultural explosion, to which French Canada is inescapably tied. This explosion leads to a strange culture, where all previous values seem inverted, in search of truth, honesty, vital energy, permanent celebration, and youthful brotherhood. The point is that a culture cannot be shaped from nothing. The ideology and practice behind it can only be developed and consolidated through the aspirations and values of the social body, notably the young.

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### International peat-moss plant

An international manufacturer of specialized peat-moss merchandise will establish a new \$5.5-million Canadian plant in Shippegan, New Brunswick.

Jiffy Products Canada Limited was attracted to the province through the efforts of the New Brunswick Development Corporation, which has been authorized to make the company a long-term loan of \$3,118,000.

Jiffy will employ 84 people. Construction of the 68,000-square foot facility is expected to begin this autumn with commercial production scheduled for next spring.

The parent firm of Jiffy Products International, which has plants in Norway, Denmark and Japan, will manufacture two major lines in its Canadian facility. "Jiffy-pots" in a variety of sizes will be made from peat and other materials for commercial and home use as a growing medium for seedlings. A pellet that expands with moisture to prepare both pot and soil for plants will also be produced.

Jiffy Products Canada has accepted a grant offer of \$1,171,626 from the federal Department of Regional Economic Expansion.