

6-7 GEORGE V, A. 1916

Q. What would be the loss occasioned by that?—A. What fish are you referring to particularly?

Q. I refer to cod which you have to cut up and sell as cod steak?—A. On a steak cod of 15 pounds weight there would be a loss possibly of 3 pounds in slicing.

Q. Are your premises well equipped for preventing fish from deteriorating after getting them here?—A. Yes.

Q. What is the loss you experience from deterioration in fish which you have to discard?—A. At this season of the year there is very little, in the summer it is sometimes considerable. It depends upon the supply and demand. Of course if there is a demand for the fish so that we can sell it quickly, there is very little loss.

Q. What would you regard the average percentage as being?—A. Well, 5 per cent would cover it.

Q. There is then, as I understand it, a shrinkage between the shipper's weight and the weight of the fish on the table of the consumer as follows: First of 15 per cent, between shipper, a further shrinkage of 5 per cent in the retailer's premises, and a loss of 5 per cent, making a loss altogether as between the shipper's weight and the retailer's selling weight of about 25 per cent?—A. That would be a conservative estimate.

Q. And your premises are well equipped for preserving fish from any deterioration?—A. Yes.

Q. Have you more than one store in Ottawa from which you sell fish?—A. We have about 12 stores that handle fish. Some of them handle it every Thursday and Friday, and three of them handle fish every day in the week.

Q. Are they pretty well distributed all over the town?—A. Yes, all over the town.

Q. What is the average cost per parcel for distributing fish?—A. The distribution costs us 6 cents per package.

Q. What is the average weight per package?—A. I could not tell you that because in my own store it would be heavy, we do jobbing at the market store, but at the other stores it would be small.

Q. What would be the weight of the package at the other stores?—A. I could not tell you that because the other stores are not handling fish only, they handle other commodities.

Q. And the average cost would be six cents for packages of all kinds?—A. I understand that some days the cost of delivery comes to 30 or 40 cents a package when business is light, because our rigs are all there just the same.

Q. How do you deliver, by automobile or horse team?—A. By horse team mostly, and in summer we have the motor truck.

Q. What, in your judgment would tend most towards the reduction of the cost of fish to the consumer?—A. A greater demand.

Q. How could that be occasioned?—A. By the very slow process of education.

Q. Education, you mean, of the consumer?—A. Yes.

Q. As to the nutritious properties of fish as food?—A. Yes.

Q. Do you think that by having demonstration kitchens at important centres in Canada where fish could be cooked properly and attractively served, the public appetite would be educated up to the use of that food?—A. I scarcely think so.

Q. A previous witness here said that at the last Toronto Exhibition a restaurant at which fish was served had been productive of very good results?—A. I do not doubt that.

Q. In what other way do you think the consumption of sea food could be increased?—A. I think it will take time to get the people educated to the value of fish and to let them see that it is at the same time economical.

Q. You can hardly say that it is economical at present prices, can you?—A. Yes, I would say it is but the people do not know it. I bought a turkey this morning which cost me \$6.30 and I do not consider fish is nearly as expensive as that.

MR. THOMAS BINNS.