

I suggest that the word "fish" be avoided.

"Fish" has a fishy sound. It is a word, fortunately, which does nothing to promote a desire to eat fish. I do not claim that this is a rational situation. I know it is a fact.

Would your department, i.e. the officials concerned in the promotion of fish sales, consider doing what they can to get the industry away from the word "fish" and to use, instead, such descriptions as... "B.C. salmon steaks"... "gold-eye"... "maritime lobster"... "Arctic char"... ?

I asked the minister to bring my suggestion to the attention of his officials and offered to buy him a B.C. salmon steak dinner if some of them did not agree it was a good idea. I have not had to buy that dinner yet, and I take this chance to remind him of my suggestion.

In conclusion, it is my view and the view of my party that, with regard to the question of the Pacific Coast fishing industry, there should be immediate consultations between our fisheries committee and the British Columbia fishing industry on the 12-mile limit proposals. Those consultations should also be between governments and unions. Second, within the next few months, or as early as possible, the government should implement the components of the 12-mile fishing limit that have to do with headlands. The limit at least should be from headland to headland. Third, there ought to be a stepped up and continuing effort to bring the British Columbia department of forestry into line, in order to combat river pollution and to conserve our fishing resources in the area. Also I support, as do the members of my party, the positions of hon. members from the maritimes who have brought to the attention of the government problems of their areas with regard to fishing.

[*Translation*]

Mr. Breau: Mr. Chairman, I am pleased to participate in the debate on the estimates of the Department of Fisheries.

As a representative of the Gloucester riding it is normal, I think, that I should be interested in fisheries, because the fishing industry plays a very important part in the economy of northeastern New Brunswick.

I should like, with the same enthusiasm shown by my colleagues opposite, to call the attention of the hon. minister to the problems concerning markets and prices of ground fish. Several fishermen in my area find themselves in the same situation as those in Newfoundland, but contrary to the stand taken by the representatives of these people, I do not necessarily blame the government for the

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present situation of the fish market. In any industry, it is important to have a good market, a good support price and a well-managed industry.

All the fish caught in Canada today cannot be sold here. Therefore, we have to depend mainly on American markets and, for reasons that hon. members know as well as I do, because they were mentioned this afternoon, the American market has not been very good in the last few years.

The minister said this morning that in eastern Canada crab fishing is becoming more and more popular, especially in the gulf of St. Lawrence. That situation is of great interest to the fishermen in my riding because several of them this year—they started last year and are getting ready for next year—began to convert their boats from ground fishing to crab fishing.

It might be a good idea to point out—and it is encouraging—that it is not very expensive to convert those boats. Therefore, I hope that the fishermen in my region will take up that kind of fishing instead, because the market is good for the time being.

We must remember that when an industry pays a little more or a little less, it does not necessarily incumbent on the government to seek markets and find solutions. The members of the industry—in this case the fishermen—must do their share by altering somewhat their fishing methods and, especially, the type of fishing.

I feel it is imperative for the honourable Minister of Fisheries (Mr. Davis) to see to it that there is co-ordination between the incentive programs of the federal government and the provincial governments with regard to crab processing plants. If the industries are not controlled, if incentives are given to all those who want them, if government aid is offered to too many fishermen, it will be very difficult to control a certain production and we will then have surplus goods which may lead to lower prices and other economic effects.

I should also like to mention that fishing as a sport is very important in my area. We have beautiful rivers like the Tracadie river, for instance, the Pokemouche river, which are most popular for trout and salmon fishing, although they are not publicized enough. I feel that the Department of Fisheries should do something to better acquaint the public with the tourist attraction of that area. In addition to restocking the rivers with small salmon and trout, the people should