

Mr. LIGHT: We send out telegraph reports every day over the Canadian Press, and we also distribute the information over the radio daily from all market centres.

Hon. Mr. SINCLAIR: You are speaking generally now, not wholly in connection with beef cattle?

Mr. LIGHT: I am speaking of all classes of commercial beef animals sold on the public stockyards or through other sale mediums.

Hon. Mr. BURNS: Sold in Canada?

Mr. LIGHT: Yes.

As you will understand, the stockyards are located at various points in the Dominion. Mr. McCallum, of course, will touch on that. The stockyard agents and their staff administering the Live Stock and Live Stock Products Act, in so far as it affects stockyard procedure, sale, and other services—these technical live stock men are the nucleus for the Markets Intelligence Service, and they are constantly in touch with their market. They have access to all sources of information covering supply and demand for the particular market with which they are dealing, and are able to produce for the farmer and other parties interested not only very reliable information based on actual sales from scale tickets, but information that is couched in terms that the producer can understand and interpret to his advantage.

Hon. Mr. FORKE: Where is that published?

Mr. LIGHT: We issue daily press reports from the stockyards at Montreal, Toronto, Winnipeg, Calgary, Edmonton, Saskatoon, Moose Jaw and Prince Albert.

Hon. Mr. FORKE: That letter that appears each day with the markets comes from your department?

Mr. LIGHT: Yes, that is an official report from our department. And then we issue a weekly summary, an analysis of the trade with comparisons with previous years and comments on foreign markets, with the object of relating these daily reports with the general situation.

Hon. Mr. FORKE: We sometimes think the prices in these reports are a little too high, especially for lambs. I have never seen lambs bring the prices that the stockyards publish.

Mr. LIGHT: Well, the prices are authentic. Of course, there are sales made above the general market or above the rank and files of producers stock. But the average prices that we quote are a true index to the condition of the market. All sales are off scale tickets therefore are actual transactions. Briefly, the object of this service is to offset or to eliminate unreliable sources of information available to the producer in the sale of his live stock, and I think we have done that. Practically every farm newspaper in Canada, the local press as well and the daily press use our reports exclusively, and we have also a large mailing list of bona fide farmers, not one of whom was put on offhand but every one of whom requested that he should receive these reports. They are given this service every week. I might say we also serve the province of Quebec; we produce a special report in French too, for their benefit.

There is another phase of the Market Intelligence Service and that is this. Since our men are in touch with the sources of production through the bills of lading which come in, and live stock count, we have been able during the past fifteen years to build up an actual record of the movement of live stock out of every shipping point in the Dominion. In that way we can feel the pulse of the industry and detect movements indicating improvement, or sometimes deterioration, in production. And we intend to use that for marketing policy and as a basis for estimating eventually the prospective supplies so that with reference particularly to the British market we shall be able to advise the British