

Supply—Fisheries

solution and placed on trays about one yard square and one inch thick, and quick frozen. Then they are shipped in blocks to markets in Montreal, Detroit, Cleveland and New York, where the process is completed.

This is also an entirely mechanical process. These blocks of solid frozen fish go through saws which saw them into strips an inch wide. Then the slab is turned and they are sawn at right angles, ending up in sticks of fish four inch long and an inch square weighing about an ounce and a half. These are quickly dipped in batter and then breaded. Then one of two things happens. Either they are immediately cooked and refrozen, or they are frozen with the batter on them uncooked. Then the housewife has—or the institution, if they are being used by institutions—one solid piece of fish. There is no waste to it. It is of superb quality, because its quality has been controlled all the way through. If it is pre-cooked, she just puts it in the oven for a few moments. If it is quick-frozen she can fry or deep-fry it, broil it or bake it, in six or seven minutes. This is of great advantage for institutional use also. A restaurant which wishes to serve fresh fish need only have a supply of this in a freezer. It can be served very quickly, in uniform amounts, with absolutely no waste.

Just to show what has happened in connection with this revolution in the fishing industry, last year in the United States six million pounds of these fish sticks were sold. This year the average has been a million pounds a week, and last week in the United States 1,700,000 pounds of these fish sticks were sold. Our Newfoundland processor, who has his own finishing plant in Cleveland, finds difficulty in maintaining a supply on hand.

One of the most interesting facts in connection with this development has been that this increase in fish sales has not been at the expense of other fish sales. We have moved into our traditional competitive fields—the fields held by the farmers—where we are in competition with pork, poultry, eggs and other dairy products.

Mr. Coldwell: What happens to the fish that is sliced off?

Mr. Sinclair: I am glad you asked that.

Mr. Coldwell: Does it go to waste?

Mr. Sinclair: No—and that is a most interesting thing. Under the old state of affairs, especially in connection with small round fish such as perch, rosefish, small cod and the like, they were sold whole to the housewife. She gutted and cleaned them, and the fish heads,

tails, and intestines were thrown away. But under this fish filleting plan the situation is different. It will be understood that some meat is left along the bone, and then of course there is the head and the tail. These are taken immediately to another part of the plant, the fish-meal plant, which produces one of the most important ingredients in cattle and poultry food. There has been great demand for this product in recent years. In this new process we save both the residue of the fish and the fish. So the entire fish is used in the process of making fish sticks. It is very economical in that you are no longer shipping to distant markets heads, tails and intestines which have no value to the consumer. They now go through the plant, come out as fish-meal, and command a good price.

So we get full value out of the fish, fish-meal for the farmer and a more economical food product which has great appeal to the housewife. Our sales in Canada are not yet as great as those in the United States, but they are developing. These new fish sticks are now available in Montreal, Toronto, Ottawa and other areas.

The next point about which I wish to speak is our own domestic market. Fish, of course, is a highly perishable product. Therefore the best market for fish is the market closest to the supply of fish. Our own Canadian market should be our target. I am happy to report that the per capita consumption of fish in Canada is steadily increasing. One of the important factors in that is better inspection by the department so as to ensure a high quality in the fish sold. We are increasing our inspection staff, not only in respect of the actual fish but, more important, for the plants in which the fish are processed. I feel that part of the reason for increased sales of processed, canned, smoked, and cured fish, and fresh fish as well as frozen fish in Canada, has been the steady improvement in quality.

And while I am on my feet I should like, as Minister of Fisheries, to pay a tribute to the new chef in the parliamentary restaurant. Those of you who use the restaurant may have noticed that there has been quite a change in both the quality and the preparation of the fish, with the result that there has been a great increase in the consumption of fish in our restaurant.

Mr. McIvor: Brain food.

Mr. Sinclair: I now leave marketing and wish to refer to the factor which is most important, as far as the end result is concerned, from the standpoint of the Department of Fisheries, the conservation, protection and development of fisheries in Canada. The basis