

Government Administrative Policies

Thus, in the agricultural field—and everyone will admit it—there is an increase in production and in the total gross income. However, the fact remains that the net income which every farmer can receive decreases year after year, because of the rise in the cost of production. We are caught in a vice and we do not seem willing to take the necessary means to loosen it so that the farmers could share further in the fruit of their labour.

In the past year we have noticed a rise in interest rates which is one of the main causes of the decrease in the net income of farmers and of the rise in the cost of living. It is said generally that inflation is with us and that to fight against it drastic action is required. Everyone is affected by it even those who are not responsible for this situation. The farmers at the present time are actually the victims of that fight against inflation while they have not contributed to the price increase because with a yearly income of \$2,000 or \$2,500 reasonable people cannot afford to buy anything at any price by whim or simply for the pleasure of saying that they are spending their money.

The same phenomenon applies in the labour field where a great number of workers receive a yearly salary of less than \$3,000. Last week, I think it was June 8, in a reply to a question that I had directed to him, the Minister of National Revenue (Mr. Côté) gave, for the year 1968, the number of people who paid taxes with an income of less than \$3,000. I was surprised to note that over 1,600,000 people pay income tax while their income is less than \$3,000 a year.

● (4:30 p.m.)

These people are not responsible for inflation either and I think it is unfair to penalize workers by saddling them with more responsibilities and freezing their wages.

The flaw lies in the distribution system and the government categorically refuses to help farmers and industrial milk producers through advertising.

Now, everybody knows that advertising is the most effective way of promoting the sale of a product. We hear evidence of it every day. If industrial milk producers could get 50 or 60 cents more per hundredweight for their product, they could afford the luxury of having pretty singers make television commercials such as the one we hear 25 times a day: "It's the real thing". This is the advertis-

[Mr. Lambert (Bellechasse).]

ing for Coke and God knows how much Coke is sold in Canada. Why? Because it is constantly advertized.

If millions of dollars could be spent on songs such as "It's the real thing" for dairy products, we could perhaps get people to consume more dairy products.

The government is not solely responsible. The producers themselves can take the necessary steps to ensure that advertising. But to that end, it is necessary to have an income, and to have an income entails securing reasonable prices. But at the present time, prices are inadequate, as a result of higher production costs.

To top it all, unusual things are happening to us. The Canadian Dairy Commission, which has rather broad powers to direct Canadian production, to control imports and exports, is being cheated because the Department of Industry, Trade and Commerce issues permits to import dairy products and dairy substitutes which enter this country at a disconcerting rate.

I have here copy of the reply to a question which was placed on the order paper on May 21, 1969. It contains astonishing statistics. The question read in part as follows:

1. Does the government know how many pounds of "coloured spread" were sold in Canada from April 1, 1967 to March 31, 1968 and from April 1, 1968 to March 31, 1969?

The answer was the following:

April 1, 1967 to March 31, 1968, 188,151,000 lbs;
April 1, 1968 to March 31, 1969, 195,142,000 lbs.

The second part of the question read as follows:

2. Of that amount, what proportion was sold illegally?

The answer was the following:

2. No information available.

I do not blame the minister for such an answer. At least, it is recognized that some goods are sold illegally, even if the government has no information on the matter.

The third part of the question read as follows:

3. What were for the same periods the amounts of other imitation milk product sold in Canada?

The answer was the following:

3. There are no statistics available on imitation fluid milk sales in Canada.

The last part of the question read as follows:

4. What were the amounts of milk products of all kinds which were imported from other countries during the above-mentioned years?