

Hon. Mr. EULER: Are you doing anything such as advertising to promote it?

Mr. SMITH: Well, I do not think we are doing enough. However, arising out of our meeting just concluded in Ottawa yesterday we will be doing a great deal more from now on.

Hon. Mr. HORNER: I think you are doing very well. Your efforts pretty well account for the increased consumption of fish in recent years.

Mr. SMITH: Thank you, sir.

Hon. Mr. DAVIES: Is your fish handled by the large chain stores throughout Ontario? I shall tell you why I ask that question. I noticed about a couple of years ago a big fish store in Kingston closed up, and I wondered whether this was because of competition from the big chain stores in that city?

Mr. SMITH: I think the answer to that question is that the large chain stores distributors have taken the place of fish stores as such, and many of the small grocery stores which previously sold fish. The large chain stores are handling an increasing quantity of fish.

Hon. Mr. DAVIES: That is the answer.

Hon. Mr. McDONALD: What, if anything, has been attempted by the Fisheries Council of Canada in trying to establish good relations with the similar, comparable organization in the United States, in the hope that something could be done by yourselves in maintaining the status quo as far as the marketing of fish in the United States is concerned?

Mr. WHITMAN: Honourable Senator McDonald, we have very cordial relations with the National Fisheries Institute of the United States, which is our counterpart in that country. Some of us, just previous to the meeting of the Fisheries Council, attended their meeting in Washington, and at our meeting in Ottawa the Immediate Past President and manager of their organization was here. We have been working in very close collaboration. Of course, there are things on which we do not have complete agreement. One of the things is on the question of imports. They think that too many foreign fish are coming in; and so far we have managed, or perhaps I should say, have helped to try to disperse that feeling; but it is getting more difficult all the time. You probably saw that recently there was an application to the United States Tariff Commission for an increase of duty on groundfish fillets, which we did our best to stop, and got a very favourable decision. There is a rumour now that a new application on this question is to go before the Tariff Commission. Perhaps it is something which I should not mention here, because it is more or less a rumour, but very strenuous efforts are being made now to bring tariff action against Canadian fish. We are at this moment putting in a plan for sales promotion and advertising of filleted fish in the United States along with their own industry, which we hope will have the effect of increasing sales and business to a point where tariff action will not be necessary.

Hon. Mr. DAVIES: Do we import a lot of fresh fish from the United States into Canada? Is it not a fact that there are a lot of fisheries along the United States coast of Lake Ontario shipping fish across the lake in considerable quantities practically every day of the fishing season?

Mr. WHITMAN: I would think there is something to that, sir, but the items that do come in in fairly large quantity are items which we do not produce in this country, such as bulk oysters. We do produce very good shell oysters in Canada—there are none better—but we do import large quantities of bulk oysters from the United States.

Hon. Mr. DAVIES: There are no oysters crossing Lake Ontario, surely?