

The Address—Mr. Herridge

export markets in such fashion that the small town, so far as is humanly possible, has shipped to it the amount of apples or other fruits it normally requires at any season. The fruit growers organization, under their own selling agency, the Canadian Fruit Distributors, which is a jobbing concern owned by the fruit growers themselves, accomplish this distribution. Any profits made in the brokerage are returned to the growers at the end of the season. Our claims on cars of apples have been reduced from an average of \$17 per car to \$2 per car as the result of co-operative action. We have almost completely eliminated bad debts. In addition to that, through co-ordinated and co-operative advertising, the public is much better informed as to the varieties of fruit that are in season, and the best varieties to purchase for certain purposes. Co-ordination of the industry through the British Columbia Fruit Growers' Association, the tree fruits board and Tree Fruits Limited, makes possible industry co-operation with the government for the development of any program. This was clearly demonstrated during the war when the War Measures Act was in operation. In addition to that, in recent years it has made possible the processing of large numbers of culls, thus eliminating waste. This organization, democratic from the roots up, was built by the growers and supported by the growers. These very efficient men who operate the sales agency have been repeatedly endorsed at annual meetings since they attained that office. Their work and ability are recognized by the growers and by those interested in fruit marketing in all parts of the world.

I do suggest, Mr. Speaker, it is not fair to speak of an organization like that, and some of its officials, as using gestapo-like methods. I think that is a rather loose use of the English language. I have in my hand a monthly magazine published in British Columbia known as *Country Life*. It is not printed on shiny paper of high quality, but it is a publication that represents practically all the farm interests in British Columbia. It publishes some very meaty information and comment. Speaking in a recent debate I made some criticisms of weekly publications in this country, and stated that many of them lacked moral courage and colour and so on. Here is one monthly agricultural periodical that has the courage to inform the farmer fully on any situation. The editorials and news items are always very salty, and very informative. The editor, Mr. C. A. Hayden, does not pull any punches. I have here an article in the October issue entitled, "Solon

Low basely harms B.C. fruit growers and himself by misrepresentation of facts". The article goes on to state:

His statements at Summerland where he advocated wild-cat selling, as practised before growers' 1933 rebellion, are flatly refuted by official figures on distribution of B.C.'s 1951 tree fruits to prairies and Peace River area: his attitude is the opposite of late premier William Aberhart.

This is quite a lengthy article dealing with the remarks of the hon. member for Peace River (Mr. Low), and expressing considerable concern over the possibility that those remarks may do damage to a great industry and to a great co-operative effort. I will only quote a few paragraphs as my time is going:

Obviously Mr. Low has not acquainted himself with the tree fruit growers' successful rebellion in 1933 against the very practice which he advocated.

That is selling apples outside the co-operative organization and without the support of a Natural Products Marketing Act. Here again Mr. Hayden says:

The evil of such misrepresentations is that they find belief in various quarters and the further mischief is that it is never possible to catch up with misrepresentations.

Now, let us take a look at the actual figures respecting distribution, figures which the railways and other transportation agencies can attest and which the B.C. Tree Fruits Limited auditors will attest in due course.

Then he goes on to give the 1951 tree fruits distribution up to September 27. I might say, Mr. Speaker, that all those packages mentioned, nearly two million, were distributed by September 28. The article continues:

All these packages were marketed through the single agency, B.C. Tree Fruits Limited, the co-operative owned and operated by the tree fruit growers themselves. There was no confusion, no overlapping, no bluffing, no withholding of proper supply.

It was orderly marketing, designed and conducted for the maximum distribution of fruit at the lowest possible cost to the ultimate consumer.

I want to mention another paragraph, because occasionally we see references to dumping. I might say that a lot of good people at times make statements without knowledge of the facts. They will drive through fruit country and see apples on the trees. In many cases they have a woodpecker-bite or other defects which cannot be seen from the road. It appears as though large numbers of apples are being wasted. In recent years there has been a great development in processing apples. Our industry has certain difficulties in connection with the isolation of some localities. The member for Vancouver-Quadra (Mr. Green) will know what I mean when I refer to places like Johnsons Landing. Because of