

Adjournment Debate

● (2227)

[Translation]

Mr. Yves Caron (Parliamentary Secretary to Minister of Agriculture): Mr. Speaker, I am pleased to answer the hon. member for Elgin (Mr. Wise) concerning the question he asked in the House of Commons. So I refer to the questions that were asked yesterday and the answers the minister gave at that time. It is evident the minister gave very good explanations for cancelling the advertising budget for skim milk powder. However, I would like to answer the hon. member when he says there was no government publicity or advertising campaign for skim milk. Mr. Speaker, the Department of Agriculture is well aware of the need to inform and promote the use and the consumption of agricultural products, particularly skim milk powder. The Department of Agriculture has already published a brochure entitled "Skim Milk Powder", of which I have a copy in hand. It is a publication of Agriculture Canada and is available at no cost. Anyone interested can obtain a copy by writing to the Division of Information, Agriculture Canada. The department has also prepared a publication, number 1106, which clearly illustrates how powder milk is produced, what categories exist, how to preserve it and how to use it in recipes. This publication was also advertised on radio and in press releases. So we have done many things to publicize and boost the use of powder milk in Canada. There is also another Agriculture Canada publication

bearing number 1549 and entitled "Frugal Recipes", which contains several recipes using powder milk.

The two publications I want to mention have been recommended for use by Canadians who wish to maintain their food budget at an average level.

These publications have been recommended and distributed by several health centres. Also, the government is well aware of the need to inform the public on the use of skim milk powder.

There is also another \$4 million program of the Canadian Dairy Commission for research and publicity to promote the use of non-fat milk solids, since the consumption of skim milk powder has declined over the past few years. It was decided to put the major thrust of the program on the promotion of Canadian cheese.

Recently, the hon. member noted that a study was mentioned in the House by the Minister of Agriculture (Mr. Whelan), and I can repeat that this study was conducted by Statistics Canada and dealt with the expenses of urban families in 1976. The study has not yet been published.

The Acting Speaker (Mr. Ethier): Order, please. I regret to interrupt the hon. member, but his time has expired. I therefore cannot allow him to continue.

The motion to adjourn is now deemed to have been adopted. Accordingly the House stands adjourned until tomorrow at eleven o'clock.

Motion agreed to and the House adjourned at 10.28 p.m.