

we could even prevent the use of the word "Canada" on the lower grades of butter. Surely something could be done along that line.

Mr. MOTHERWELL: My hon. friend is on the right track but you cannot compel a man to live up to a grade. All you can do is to grade the butter.

Mr. CAMPBELL: You could refuse to give an export license.

Mr. MOTHERWELL: You could refuse to grade anything below No. 1.

Mr. CAMPBELL: Is that not possible?

Mr. MOTHERWELL: It is possible.

Mr. CAMPBELL: Or you could refuse to permit the use of the word "Canada". Let us have a high standard, and let it be understood that wherever the name "Canada" is used the article is of a high grade. It seems to me that we could build up a trade by doing something in that line.

Mr. WARNER: I have hesitated to speak at this time, as I felt that this was not the item under which to discuss marketing but now that the discussion has drifted into that channel I would like to say a few words. I feel that the hon. member for Mackenzie (Mr. Campbell) has struck a chord that we should consider. We do know that Canadian butter is not taking the place it should in the Old Country and we know we are not competing successfully with the grade Canadian with New Zealand but it is not because we cannot do it.

Mr. MOTHERWELL: Hear, hear.

Mr. WARNER: We can do it. We have done it in the West. In Alberta we have endeavoured to place on the market in the Old Country an article known as Alberta butter, rather than Canadian butter. I am in accord with the statements of the hon. member for Mackenzie regarding the grading. It is not a fair proposition for the Alberta butter to take the name of Canadian butter. I do not speak for Saskatchewan and Manitoba. Perhaps they have as good grades there, although I do not know. I do know however that a considerable quantity of Alberta butter has been sold in the Old Country as such and it is considered better than what is known as Canadian butter. I know too that it has competed successfully with New Zealand butter. There are no doubt a number of difficulties in the way but we have overcome many of them. I think it is quite unfair to us that butter made in the older provinces should go over to the Old

[Mr. Campbell.]

Country under the label of Alberta butter. We have tried to establish a grade of butter over No. 1 and we have partly succeeded. I think the Dominion authorities should see to it that no butter goes over to the Old Country that is not properly graded. If the people in England want to buy either No. 1, No. 2 or No. 3 butter we can of course have no objection; but I suggest that we should have a grade as high as the best butter that we make in Canada, which is superior to what is called Canadian butter in the Old Country at the present time. We in Alberta have made a quality of butter superior to "Canadian butter"; and while I do not know all the facts, I can say, speaking generally, that butter made in New Zealand has not found as much favour either in the United States or in Canada as that butter we produce. The New Zealand butter is so slightly salted that it must be used quickly or it becomes rancid. I do not know whether we are going to be able to dispose of our butter profitably in the Old Country by means of Dominion grading, but we are successfully competing on the coast with New Zealand butter. There are only, comparatively speaking a few people who demand the very slightly salted butter, and there is no doubt in my mind that we could develop a very good market for our Alberta butter. I would advise the minister to spend a little money and devote some attention towards establishing and advertising a better grade than the present Canadian butter that is recognized in the Old Country. If the people in a part of the Dominion are making a quality of butter that is better than "Canadian butter," I think their interests should be protected and they should be put in a position to have that quality recognized through the means of a distinctive grading. In my opinion the government should see to it that these people are protected. Perhaps it is not worth while going into detail as to the way in which this butter is made, but there are firms making it out in the West, and the people in the Old Country want that butter and are willing to take it along with the New Zealand butter and to pay as much for it. I am interested in the dairy business and I know that we have been shipping to the Old Country a high quality product which we have not experienced any difficulty in disposing of. But the brand known as Canadian butter makes it difficult for us to sell our superior quality, so that we have to hunt up customers for our product. The government, in my opinion, should undoubtedly do something in this matter so that good butter such as we produce shall not, by reason of a mis-