

Productivity and Trade

considered the present market in Canada and the objective of the department and the Agriculture Department which is to promote cheese consumption in Canada. We believe that importing massive quantities of cheese as we did last year prompted the chain stores to set up and organize cheese displays containing not only 25 or 30 but 100 different kinds of cheese.

We wish to assure dairy producers that the objective of this cheese importation policy will not be in competition with Cheddar cheese now being made in Canada. It will rather be the importation of European cheese from 140 different firms representing 200 kinds of cheese which are not necessarily made in Canada. And we want to give to dairy producers the assurance that no Cheddar cheese production increase will be registered this year. We will definitively protect this Canadian consumption market.

On the contrary, we wish to increase our export sales of Cheddar cheese to England, where we lost a market of 37 million pounds when they entered the European Economic Community. I would like to be specific in this regard. I wish to inform dairy producers that this program does not run counter to their objectives, but that we should rather work together towards a common end, namely to increase the cheese production in Canada with a larger variety and a quality that satisfies more the consumer's taste.

I wish to deal now with the matter raised by the hon. member about the import of broilers in Canada. I would refer the hon. member to the debate that took place on the notorious National Farm Products Marketing Council. If he had attended these debates a little longer, he would know how the mechanism or structure of a broiler production agency or council is set up. At present, two products, eggs and turkeys, are governed by a quota system and sold through a national marketing board.

When he speaks of import permits for broilers, no such permit has been issued and no legislation has been passed in this regard, because producers have refused to become members of the National Farm Products Marketing Council. Only two kinds of producers have agreed to it, that is turkey and egg producers. I would like to assure the hon. Member that no import permit for broilers was issued because producers themselves have refused to get involved in a nation-wide quota system. They preferred having regulations within the province and as a result no permit is required for imports.

If we were dealing with import of turkeys, I would like to answer that question. About 4 million pounds of turkey were imported, pursuant to section 11 to the GATT agreement which states that any country that limits its production must plan its quota. These 4 million pounds represent 2 per cent of the whole Canadian turkey production. That 2 per cent has been established after discussions we had when we created the National Farm Products Marketing Council, more specially 120 per cent of the import average in the last five years. The 4 million pounds, that is 2 per cent of the present Canadian consumption, constitute 120 per cent of the import average between 1969 and 1974 inclusive.

In concluding, Madam Speaker, I would like to mention a few points of interest to hon. members concerning departmental efforts, particularly information we issue to better inform Canadian businessmen and manufacturers. I

[Mr. Roy (Laval).]

have here samples of all pamphlets published by our department. We should try to keep businessmen and manufacturers better informed about our department's assistance, specially concerning initiative programs, productivity increase, financial assistance for industries which try to export their products, export development, promotion programs and management programs. I tried to promote those programs in my riding last year when I invited businessmen and manufacturers to discuss the possibilities of assistance from the Department of Industry, Trade and Commerce for Canadian businessmen who want to take advantage of opportunities that could open up in export trade.

I therefore call on all members to try and better inform our businessmen and manufacturers of the potential within the department in the form of information brochures of every kind. To conclude, I commend the hon. member for York-Simcoe (Mr. Stevens) for raising today this important question. I believe the statistics referred to by the Minister of Energy, Mines and Resources fully answered the question raised by the hon. member.

In my view, the challenge is much more in the nature of a long term one than a matter of a single day's discussion. Every year brings new challenges to our society, and governments must play a part in meeting them efficiently. In 1975, unemployment and inflation were the major economic problems in Canada as well as in a number of other countries around the world. And other problems of the same size will be faced during 1976. It must be recognized how complex and difficult those problems are. For example, in order to fight inflation, the federal government had had extensive consultations with many organizations. Today they are asking for very close cooperation from consumers, corporations, trade unions—

The Acting Speaker (Mrs. Morin): Order, please, I regret to interrupt the hon. member. If he is about to close his remarks, perhaps the House would consent to allow him a few more minutes, but his time has now expired. Does the House permit the hon. member to continue his remarks?

Some hon. Members: Agreed.

Mr. Lambert (Edmonton West): How many pages have you left to read?

Mr. Roy (Laval): I thank you, and in conclusion I would once more raise this challenge, a long term one rather than the subject of a single day's interest.

Therefore, consumers, entrepreneurs, labour unions and governments at all levels are requested to cooperate very closely in the anti-inflation program. Programs and policy must be developed with care if both current economic problems are to be solved.

We are all aware of the importance of our export trade, which accounts for more than 25 per cent of the Canadian dollar. These discussions provide the opportunity to exchange views and ideas for the common goal, which is the continued expansion of our exports sales.