

minister and the government on many occasions. Again, if this bill is intended to correct that condition it will be beneficial to the industry. Up to now the chief supervisor of fisheries has had no control over the research stations; and as a result of the lack of close collaboration between supervisory and research staffs, much of the work has been duplicated and become ineffectual. I have mentioned that in the past the board has been woefully short of scientific personnel. As a matter of fact there have been few inducements to attract young men of the right type and with the right education into the service. I understand that in this bill provision is made to extend to them some of the advantages of our civil service, and I should hope that, in addition offers of adequate remuneration will be made, and that there may be a system of promotions and conditions of service that will not only draw into this scientific service but also hold in this service the best type of young Canadians who may be interested in this work. In the past too many of these young scientists who have started out in this scientific research work for the fisheries department have found greater attractions in the United States and have left this branch of the work because the inducements and the security have not been sufficient to hold them.

At the last annual meeting of the Fisheries Council of Canada an educational programme was urged. The hon. member for New Westminster also suggested that an educational programme should be started. I heartily endorse that recommendation. It was suggested by the Fisheries Council of Canada that the department set up a division for assembling and disseminating information on how to care for fish all the way down the line from the fisherman to the producer to the wholesaler to the retailer, and right down to the consumer. It should be remembered that at every stage in that line fish is an extremely perishable product, and there is great scope for thorough investigation and for a thorough educational programme. Further, I think this educational programme would be within the legitimate realm of the board, provided that the board was given the facilities and personnel to carry it out. One has only to remember that for many years other and competitive protein foods have had the support of a vast government educational system. We need only think of the experimental farms which the Department of Agriculture has scattered from one end of the dominion to the other to realize the educational programme that has been undertaken in the past by that department. That has not happened

[Mr. Pearkes.]

as far as the fisheries are concerned and, as the hon. member for New Westminster has said, the result is that the average Canadian eats 8.4 pounds of fish a year, whereas he consumes 139.7 pounds of meat, 27 pounds of poultry and even 38.9 pounds of eggs. Surely there is opportunity for an educational programme to increase the consumption of fish; but the industry, assisted by the government, has to find a way of producing and delivering the fish in an acceptable manner. The president of the Fisheries Council of Canada said, at a recent convention:

If the industry could achieve a universally good product, standardized as to quality, and if our fish were prepared and merchandized effectively, our fish consumption would soar.

I suggest that exports would be unimportant, and that lack of production would be our difficulty. He then went on to say:

If our per capita consumption of fish was increased by three and a half ounces per person per week each year for five years, it would keep the engines of our fishing boats and the machines of our processing plants running at overload capacity to meet the demand.

I suggest that this is a realm in which the fisheries research board could carry out investigations along these lines. The same sentiments were voiced to me in a letter from a practical fisherman, secretary of a cooperative, who wrote the other day and said:

The average housewife should be educated to the fact of what really fresh fish should be. I am certain very few people across the dominion know what really good fresh cod and salmon taste like. I honestly believe that if the average person could get fish in as good shape as we bring it into our local camps we would have very little difficulty in building up a healthy fish appetite in this country of ours.

Then he goes on to say:

We must ensure that the top number one product reaches the consumer at all times.

Unlike the Department of Agriculture, which looks after the foods which compete with fish, no marketing service exists in the Department of Fisheries. And I suggest there is no one in the Department of Trade and Commerce with a comprehensive knowledge of fish marketing and produce. Therefore I say this is a legitimate field for the research board.

Before closing, I should like to urge upon the minister that a representative of the fishermen be appointed to the advisory committee of the board on the Pacific coast, to replace Mr. J. H. Deane who, because of ill health, had recently to resign from the advisory board. During the time he was serving on that board he definitely represented the interests of the fishermen.