

Canadian Fish Industry and Its Wartime Example

Our Canadian fish industry furnishes the best example of a trade which "found its feet" during war. The work put into it will be permanent; fish has come to stay.

Some businesses languished in the last four years, not because of war itself, but because they were not directed by a bold policy, fearlessly bent on turning adverse conditions to account.

Fish, commercially and industrially, supplies the other side, the brighter one, of business possibilities. Its story will be a guide to the astute man which way to head in peace time.

Since July, 1917, propaganda under the direction largely of the Canada Food Board has increased the consumption of fish within Canada fully 100 per cent. Export of Western lake fish has been cut down from 85 per cent to 50 per cent — the difference being consumed at home.

An entirely new fishery has been established on the Pacific coast, and two steam trawlers are now engaged in fishing for flat fish and cods. Half a million pounds a month of these excellent fish are now being marketed.

The Atlantic steam trawling fleet was increased from three to five vessels. Haddock, cod, mackerel and herring were popularized on the Ontario market, and are now staple lines in good demand.

Over seventeen hundred wholesale fish dealers and twenty-six hundred retailers are under license by the Board. A variety of sea fish at reasonable prices is now to be found even in country towns. On National Fish Day, October 31st, 1918, Montreal and Toronto consumed 577,400 pounds of fish, and it is estimated that 2,500,000 pounds were used on that day alone in the Dominion.

This work has led to a vast development of one of the country's greatest natural resources. The total value of the Dominion Fisheries catch for the last fiscal year was \$52,000,000.

New lines of fishing are likely soon to be firmly established industries on the Pacific and Atlantic coasts. When the supply of Canadian fish for Canadian consumption and the general openings for new trade in thousands of cities and towns in what is now a ready-made market are taken into consideration, the clear-sighted business man will see how a firm bold policy, determined to utilize the things next to hand, has given a lead in our national fisheries. It opens out a vista of similar possibilities in other fields in Canadian natural resources now only waiting to be exploited in the same spirit — that of self dependence and reliance in the first place on the markets to be found within the nine provinces of the Dominion.

Canada Food Board