

*The Address—Mr. Honey*

long term benefits for our children with a subsidiary benefit for the dairy producers of Canada. Milk tastes, developed in childhood, often remain throughout the lifetime, and if there is a full realization of the nutritive values involved they will be passed on to future generations. Today's children appear to be losing their taste for milk, and this trend must be reversed.

This requires a substantial educational campaign, as I have stated before in this house. Co-operative activity by the national farmers and dairy organizations could help in this effort. This is exemplified by the literature distributed with milk in Windsor, Ontario, by the dairies supporting school milk. Sometimes a one week health survey, such as that conducted in co-operation with the Ontario department of health at Porcupine, Ontario in January 1963, can be used as an excellent base for education. There the health classes in the schools were told of the dangers accompanying their low average intake of milk as indicated by the survey. This was shown to be a major reason for the diet classification of two thirds of the students being rated as "poor" to "very poor".

Proper nutrition in children is needed for effective teaching generally. Mr. Guy Labelle, former principal of the Jacques Viger public school in Montreal's poor St. Henry district, made a study of the children sent to him who were problems in class. According to the article in *School Progress* magazine mentioned earlier, he found that 75 per cent of them had not eaten enough breakfast or none at all. In pacifying these children, milk had the effect of improving learning capacity. Mr. Labelle's observations are supported by the article "Food for Thought" published in the December 1966 issue of *Monsante* magazine. There it was reported that the Nutrition Foundation Incorporated of the United States had found that a deficiency of two of the important constituents of milk, namely protein and carbohydrates, can retard a child's mental development by as much as three years. A school lunch program in Mexico City, featuring milk, is reported to be improving not only health but scholarship.

An adequate intake of milk is not only an objective that health education in schools should aim toward, but is a need for the teaching process itself. Therefore a substantial educational campaign is required by the federal department of health and welfare to draw the attention of the public to the need

for instructing children about its vital position among the essential foods. In this effort it would, of course, work in co-operation with provincial departments of health and education. The most important step to be taken, however, is the lowering of the price of milk itself. The price must be substantially lower than the bulk price paid to stores or milk delivery drivers. The only sure way this can come about is through federal assistance, in co-operation with the provinces. Studies by the Quebec provincial school milk committee mentioned above and experiences in the United States show that the price should be about 3 cents for an 8 ounce container, or about half the bulk price in stores.

I therefore propose a national school milk assistance bill under the authority of the department of health and welfare. This would make funds available, through the provinces, to school boards participating in the program. It would follow a similar pattern to that in the United States. Our objectives should be first to educate both parents and children to the need for milk, and second to increase our national consumption to 5 ounces per pupil per day, as suggested in "School Milk in Canada", published by the Department of Agriculture.

• (12:40 p.m.)

At present our national elementary and secondary school population is about 5,125,000 pupils. At 5 ounces per day they would consume 656 million 8 ounce portions, or about 328 million pounds of milk in a 200 day school year. If the government paid 3½ cents per portion the cost would be \$29 million. However, acceptance will not reach this level immediately and an initial grant of about one half this amount would be enough to get the program going. This was the experience in the United States, as reported in the article "The Classroom, Our Untapped Market for Milk" that appeared in the May 20 issue of the *Family Herald* in 1960.

It is an economic fact of life that any industry must expand its sales to be healthy in our economy. The dairy and farming industry have shown what happens when this does not take place. In order to achieve industrial efficiency there is a continual need to purchase expensive improved production machinery and plant. With a stationary market this has come about in the only way possible; through the large units buying out their smaller competitors. Thus we have seen the number of dairy farmers and processors dropping constantly during the years since the