

*Canada Grain Act*

passed by the House, it will adequately serve the interests of the farmers in western and in eastern Canada. This is what interests me primarily.

The most central factor in the bill is a change in our standards of grading to allow us to meet the competitive conditions which we are now having to meet and will have to meet if we are to sell our product and merchandize it well in today's markets. Anyone who listened at noon today to the farm broadcast would have heard a European marketing expert speaking to the Agricultural Economic Research Council saying that Canada's sales of wheat to Europe have declined mainly because of what he termed "damn poor merchandizing." He added that Canadian farmers have placed too much stock in the myth that Canadian grain is the best in the world. Canadian growers, commented the European trade expert, have failed to keep up the standards, with the result that customers have walked away.

This bore out my own observations in London, England, where I talked with people responsible for marketing who told me that our competitors, the U.S.S.R., Australia and the United States were taking an ever larger share of that market simply because they were able to and did guarantee a uniform content of protein in the wheat which they provided to the British millers.

It was said in the House just yesterday that there was no need to pass this bill because under the old measure we could effectively market wheat on a protein-grading basis. That is utter nonsense. Our wheat is sold on the basis of a certificate final, and all that can be put on that certificate final is what is allowed in the grain standard under the present Canada Grain Act. Perhaps there are some smart operators who manage to run in a little wheat in this corner or that corner and say to the buyer, "We know it is this kind of grain." This is something like a bootlegger appearing at the door with a bottle of whisky which he assures the buyer has not been cut. This is no way to market Canadian wheat. We can no longer afford to take second place, and that is what we are doing in the quality markets of the world. If any hon. member wants that statement substantiated, he should just take note of those areas in which sales have been increasing. They have been increasing in the low-quality markets but they have been decreasing in the high-quality markets. That is what this bill is concerned with and that is at the heart and core of it.

[Mr. Gleave.]

Certainly, the Canada Grains Council could come to the committee, as they did, with an armful of amendments to protect the interests of the grain trade. Do hon. members want another name for the Canada Grains Council? Call it the traders, call it the grain trade and call it the elevator companies. While they are playing games, the farmer is paying the shot. They have a guaranteed income. I will tell the House who has a guaranteed income: it is the grain companies, not the farmer.

I am prepared to criticize the government. I do not suppose that any member in the House has criticized the government more than I have at times with regard to their grains policy. I told them what I thought of their Lift program when they brought it in, and my mind has not changed. When the government of the day brings in a measure designed to help sell and market grain and to allow us and the Canadian Wheat Board to do a better job, I will support that measure and I will not quibble, dodge around corners or nit-pick over a few amendments that are supposed to make the legislation more palatable to the grain trade.

When the minister requested last night that the House sit for two extra hours to consider the amendments, some hon. members on this side of the House rose and said they were not ready to sit for two more hours to consider this measure which is so important to the western Canadian farmer—one of the most important measures that will come before the House in this calendar year.

**Some hon. Members:** Shame!

**Mr. Gleave:** What is the matter, do they need to go to bed?

**Mr. Lewis:** They could sleep here.

**Mr. Douglas (Nanaimo-Cowichan-The Islands):** And they do.

**Mr. Baldwin:** They might find you under the bed.

**Mr. Gleave:** We are here to do the job on behalf of the farmer. The bill as it is presently drawn is not an imposition on the grain companies. In my book, it does not work any greater hardship on them than was worked under the previous Canada Grain Act. It merely makes the act more operative and permits the incoming commission to be more efficient. Yet some hon. members talk about an imposition on the grain companies and about "little amendments."