

Supply—Fisheries and Forestry

impressed by his grasp of the industry and also by his fair-mindedness in dealing with any problem I have brought before him.

In spite of the fact that the year 1968 has been a record year and that over the past ten years there has been a decided increase in the earnings of fishermen on both coasts, the industry has not been without trouble. Apparently the fishing industry, like many other industries in Canada, is going around a very tight corner. One of the problems that members of parliament will have to face is that we are entering upon a period when many industries are reacting to the kind of economy which exists in the world at the present time. Anything that we do here is not done, of course, in isolation from the rest of the world, since we are an exporting country and the success of our exports depends to a large extent on the world market picture and economies in the world generally.

My remarks will be directed mainly to the salmon industry. However, by way of preamble may I say that I was a little taken aback at the minister's suggestion that fish are the source of cheap protein and therefore on that count alone a desirable commodity. I think his presentation might have been a good deal more positive. It sounded as if he were suggesting that in utilizing completely the whole fish we in Canada would eat the fillets and then ship the remainder of the fish, though rich in protein, to some other country that does not enjoy our standard of living.

I believe that the whole idea behind the promotion of fish and fish products should be an attempt to make this product as attractive as the promoters of beef and chickens have made their products. Nobody has ever heard of heavenly fish although one hears a great deal about heavenly chicken. Neither does anybody compare fish steaks or salmon products with the gourmet's delight, the filet mignon. If I may make the suggestion, I think that the promotion of fish products can benefit from the kind of attractive merchandising that many other industries have cottoned on to and are pursuing in a much more able and aggressive manner than is the case with fish products.

I have also been interested to note that in our own parliamentary restaurant we have probably the most delightful recipe for poached salmon that I have ever had the good fortune to meet. And when I say "meet", I am not intending a pun. Nevertheless, I suggest that this sort of recipe and the promotion of this particular item in the diet will encourage people to eat more fish.

My ancestors came from Prince Edward Island, and I happen to enjoy fish products. But in most cases I find it difficult indeed when I go to a restaurant to be able to purchase fish products attractively prepared. Since I have mentioned the parliamentary restaurant I should like to say that during the lobster season I think it would be very nice to have lobsters prepared attractively rather than just served cold on a plate.

The Chairman: Order, please. It being one o'clock I do now leave the chair until 2.30.

At one o'clock the committee took recess.

AFTER RECESS

The committee resumed at 2.30 p.m.

Mr. Rose: Mr. Chairman, as I said before lunch, I am very interested in what the minister and his department have achieved. In my view fish products ought to be marketed in a much more attractive way than at present and promoted aggressively on the basis that not only are they substitutes for meat but an attractive basic food as well as a delicacy in some cases. Although the minister is an affable sort of man the industry as a whole is in trouble. Over the years many militant labour disputes have broken out in the industry, and we are not free from that difficulty today. The reason for that, is that the industry in general is depressed, paying depressed wages for work done under medieval working conditions. When one considers the poor markets for fish it is small wonder that we have difficulties of this kind in this industry, or in any other industry that suffers from the evils experienced in the fishing industry.

The minister mentioned some interesting conservation projects, including Babine lake and various other projects. He mentioned productivity, and I wish to deal with that. In the fishing industry productivity is not the responsibility of those who man vessels or are employed as cannery packers. The workers do not control productivity; it is controlled by those who own fishing companies and canneries. Over a long period we must increase investment in ships, canneries, shore installations and processing equipment, to say nothing of improvements in transportation, packaging and marketing before we shall see the productivity of this industry growing. To increase our productivity we must have a work force that is better educated and we