

- (14b) The Ontario Department of Natural Resources create a ministerial advisory committee (similar to those existing in the coastal fisheries) composed of the various groups utilizing the resource. In addition to advising the Minister, such a committee would help foster better understanding between the various user-groups (e.g. recreational and commercial fishermen).
- (14c) The relevant authorities and concerned parties from Ontario participate in the inter-provincial freshwater fishery committee as outlined in section 4.1.3.
- (14d) The industry protect its own interests by pressing for environmental protection and corrective action as required, providing the media with accurate information about environmental issues that could adversely affect the industry. In this way inaccuracies can be prevented and the public notified of the immediate action being taken by industry and government.
- (14e) Ontario processors in co-operation with the Department of Natural Resources investigate the possibility of processing fish from the more remote areas of Northern Ontario.

The last recommendation, through the development of winter fishing in Northern Ontario, may provide a solution to the Ontario industry's long-term supply problems as well as to the highly seasonal nature of its marketing pattern.

On the subject of areas of Ontario currently under the FFMC's jurisdiction, the Committee received information suggesting that fishermen licensed to fish in lakes of both the Western and Ontario Regions obtained higher prices by selling their catch from lakes in the Ontario Region to Ontario processors. This would be the result of a number of competitive advantages arising from the Ontario Region's close proximity to its markets. Also, some fishermen from the sector of Ontario under the FFMC's jurisdiction have reported what they considered to be substantial problems in having their catch transported to Winnipeg in addition to claiming that they are not well serviced by the FFMC. Extending to Ontario producers the option to compete for the fish harvested in Northwestern Ontario would likely increase their income without any major effect on the FFMC, which obtains only 2% of its total supplies from the part of Northwestern Ontario currently under its jurisdiction.

4.3 Problems, Issues and Opportunities Common to Both Regions

4.3.1 Insufficient Development of Local Markets

Although the Canadian industry does a good job of selling freshwater fish on the American market, it could do a much better job on the domestic market, in both the Western and Ontario Regions.

Firms seem to be reluctant to expend any effort or money to develop this market, possibly because most are loath to undertake a project which they feel will benefit the competition as much as themselves. A unified government and industry effort would be appropriate since the domestic market for fish represents the greatest potential for growth. Development of this market would also help offset any loss of sales should U.S.