

AGRICULTURE

ALBERTA CATTLE FEEDER INDUSTRY

Mrs. Barbara Sparrow (Calgary South): Mr. Speaker, movements of Alberta replacement cattle into the U.S. market since the beginning of this year are alarmingly high. Up to February 25, 7,377 head of feeder steers and heifers were exported because of lower costs of production and better investment returns. It can be estimated that the total loss on exported feeders has amounted to in excess of \$21 million just on the value added.

If this trend continues, it could very well result in the closing of one or more packing plants in the future.

There would also be a loss in feedlot employment, loss to the agriculture-service industry and to all the various multiplier effects the feedlot industry has within the province.

With the direct grain freight subsidy to the railroads, Alberta feeders are operating at a cost of production disadvantage of \$35 per feeder. Barley in the Calgary area is 47 cents per bushel higher than would be the case if there were a change in the method of payment. Seventy-three bushels of barley, which is consumed to finish a 650-pound steer to 1,050 pounds, at 47 cents per bushel, amounts to the \$35 disadvantage which I have mentioned.

These problems could be solved, Mr. Speaker, by changing the method of payment to the pay-the-producer solution, without causing any deleterious effects to the grain producers.

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PUBLISHING INDUSTRY

PRENTICE-HALL CANADA

Mr. David Orlikow (Winnipeg North): Mr. Speaker, I wish to draw attention of the House to a major opportunity facing the Government in the cultural development of Canada. I refer to the review of the Foreign Investment Review Agency of the Gulf and Western takeover of Prentice-Hall publishers, and the opportunity for the Cabinet to ensure that Prentice-Hall Canada becomes a Canadian company.

In the Investment Canada legislation now at committee stage, there is specific provision for screening of foreign investment in industries "related to Canada's cultural heritage or national identity". Prentice-Hall Canada meets this criterion. It is a major publisher in our country where only 25 per cent of books sold are Canadian, a figure which has not changed for 10 years.

Several Canadian publishers have expressed interest in acquiring Prentice-Hall at its estimated value of \$20 million.

The Association of Canadian Publishers, in an appearance before the House committee on regional development, called on the Government "to express its commitment to Canada's cultural industries" by allowing the patriation of Prentice-Hall. The Association also made recommendations to strength-

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en the legislation by giving Canadian purchasers more time and opportunity to acquire cultural institutions.

The Cabinet decision on Prentice-Hall will signal whether the Government has a serious commitment to Canadians controlling our own cultural destiny.

In 1976 General Publishing was able to acquire Simon and Schuster Canada after a FIRA ruling. We are now waiting with interest to see if this Government will follow this clear and positive precedent of putting Canadians first.

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HEALTH

MEASURES ADVOCATED TO PHASE OUT TOBACCO SMOKING

Mr. Stewart McInnis (Halifax): Statistics are instructive, Mr. Speaker. The great majority of people who die of lung cancer are smokers. Smoking also contributes to other cancers, cardiac problems, and kidney disorders.

It is also a fact that the manufacture and distribution of tobacco products are not a trivial part of our economy, and an abrupt change in the laws about smoking would really hurt in many areas.

The following suggestions are sort of an à la carte menu. Some, or all, of the following could be implemented.

First, all advertising and publicity, including sponsoring of sports or cultural events, by tobacco companies, should be prohibited. Such a provision should come into force about a year after the legislation is passed in order to give publishers and others a chance to find other markets for their advertising space.

Second, a tax should be implemented, roughly equal to the amount that tobacco companies have been spending on advertising. The money from this tax would go into a fund, the purpose of which would be to help growers and manufacturers make the transition to other products.

Third, a standard drab packaging should be implemented for all tobacco products, perhaps the kind of black and white lettering you see on no-name merchandise.

Fourth, the distribution of tobacco products could be restricted making them available only through provincial government liquor outlets, for example.

Granted the economic impact is a reason for proceeding slowly with these measures, but it is not a reason for doing nothing.

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AGRICULTURE

SNOW DAMAGE SUFFERED BY PEACE RIVER FARMERS

Mr. Vic Althouse (Humboldt-Lake Centre): Mr. Speaker, Peace River farmers in northern Alberta and British Columbia