

AGRICULTURAL RESEARCH GRANTS

Question No. 2,056—**Mr. Schellenberger:**

1. How much money in the form of agricultural research grants were made in the past year by the government?
2. In what particular fields of the industry did the grants cover?

Mr. Ralph E. Goodale (Parliamentary Secretary to President of the Privy Council): In so far as Agriculture Canada is concerned: 1. \$1,326,250.

2.

Fields	Amount
Animal Science	\$ 277,150
Food Science	121,984
Plant Science	333,266
Soil Science	114,700
Entomology	134,600
Agricultural Engineering	80,350
Agricultural Economics	94,100
Veterinary Medicine	145,900
Environmental Quality	24,200
Total All Areas	\$1,326,250

In so far as the National Research Council of Canada is concerned: 1. \$2,220,000.

2. These grants were to university researchers doing agricultural research including animal, plant, soil, crop, horticulture and veterinary research and does not include research grants in biology indirectly related to agriculture.

ADVERTISING OF ALCOHOLIC PRODUCTS

Question No. 2,078—**Mr. Howie:**

Does (a) CBC follow (b) CRTC have guidelines with regard to the advertising of alcoholic products and, if so, what are they?

Mr. Ralph E. Goodale (Parliamentary Secretary to President of the Privy Council): I am informed by the Canadian Broadcasting Corporation and the Canadian Radio-Television and Telecommunications Commission as follows: (a) Yes. (b) Yes. CRTC guidelines concerning the advertising of alcoholic products may be found in the following documents. Canadian Radio-television and Telecommunications Commission: To all radio and television stations, breweries, wineries and cider-houses and their advertising agencies: The following Wednesdays have been set for the meetings of the Beer, Wine and Cider Clearance Committee for 1977: January 5, 19; February 2, 16; March 2, 16; April 6, 20; May 11, 25; June 8, 22; July 6, 20; August 10, 24; September 7, 21; October 5, 19; November 2, 16, 30; December 14. Advertisers are asked to abide by the following rules: (1) copy of the commercial messages must be received in quadruplicate at the continuity clearance office at least 24 hours before each committee meeting, (2) the name of the province where the commercial is to be broadcast shall be mentioned, (3) any modification to a script previously approved shall be indicated, (4) complete storyboards must be included with all television commercials. Guy Lefebvre, Secre-

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tary General to the Commission, Ottawa, December 1, 1976. 100 Metcalfe Street, Ottawa, Ontario K1A 0N2.

CRTC Announcement, July 19, 1971, Beer, Wine and Cider Advertising. The following supersedes all previous outlines on advertising copy submitted in accordance with section 10 of the Radio and Television Broadcasting Regulations. 1. The main criterion in the approval of scripts is adherence to standards of good taste. 2. Advertising shall not (a) encourage the general consumption of the product, nor should it attempt to influence non-drinkers to drink; (b) be associated with youth or youth symbols; (c) attempt to establish a certain product as a status symbol, a necessity for the enjoyment of life, or an escape from life's problems; (d) show persons engaged in any activity in which the consumption of alcohol is prohibited. 3. Copy, submitted in quadruplicate, must be received in the Commission twenty-four hours prior to the meeting. Television scripts should be submitted in storyboard form. 4. Scripts will be examined at scheduled dates, published from time to time. 5. The advertisers or their agents who so desire, may make personal representations concerning their copy when their commercials are examined.

Section 10 of the AM, FM and TV Regulations, Spirituous Liquors, Beer, Wine and Cider. 10. (1) Subject to subsection (2), no station or network operator shall broadcast any commercial message (a) advertising, directly or indirectly, any spirituous liquor or any beer, wine or cider; or (b) sponsored by or on behalf of any person whose principal business is the manufacture or sale of spirituous liquor, beer, wine or cider. (2) Where in any province the advertising of beer, wine or cider is permitted, a commercial message sponsored by a brewery, winery or cider-house may be broadcast in that province subject to the following conditions: (a) the advertising shall not be designed to promote the general use of beer, wine or cider, but this prohibition shall not be construed so as to prevent industry institutional public service or brand preference advertising; (b) no commercial message shall exceed sixty seconds in duration; (c) no device and no commercial message, other than a commercial message allowed under this subsection, shall be used to advertise, directly or indirectly, the sponsor or his product; and (d) no commercial message shall be broadcast unless it is approved by a representative of the Commission prior to broadcast. (3) For the purpose of determining whether a commercial message may be broadcast in a province pursuant to subsection (2), "cider" means cider that is considered to be an alcoholic beverage by the law of the province relating to the advertising of cider.

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[English]

QUESTIONS PASSED AS ORDERS FOR RETURNS

Mr. Ralph E. Goodale (Parliamentary Secretary to President of the Privy Council): Mr. Speaker, if questions Nos. 1,065 and 1,487 could be made orders for returns, these returns would be tabled immediately.