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PREFACE

In February 1977 the Standing Senate Committee on Agriculture, Fisheries and Forestry was given an Order of Reference pertaining to a study on "the marketing of fish in Canada and the marketing abroad". In May 1978 the Standing Senate Committee on Fisheries was organized from the Committee on Agriculture, Fisheries and Forestry to deal exclusively with fisheries matters. The same Order of Reference was referred to the Standing Senate Committee on Fisheries in June 1978.

A report on the fisheries industry was published in September 1978 and one on the West Coast fisheries in December 1978. This first report addresses what the Committee considers to be key elements that affect the marketing of West Coast fishery products.

The Committee is indebted to the many individuals and organizations who contributed to this phase of the study. In keeping with its mandate, public hearings were held in cities and towns throughout the Atlantic provinces and in Ontario. At these hearings witnesses presented written and oral evidence, and they were allowed to give members of the general public the opportunity to express their views. Considerable testimony concerning the resource, the marketing, processing and eventual marketing of fishery products was given by what the Committee considers to be a well-balanced mix of governmental and industry representatives. A list of witnesses is appended at the end of this report.

Although this report largely reflects the concerns and ideas brought forward by these hearings, information in this report also came from other sources: past studies and reports on the East Coast fishery, informal meetings with groups and individuals, and visits to fish plants, central markets, the Boston Seafood Show and federal government research facilities. Federal and provincial officials also generously contributed their views and knowledge.

Finally, the Committee acknowledges the assistance received from its support staff in the conduct of the study and subsequent preparation of the report. Brian Armitage, Clerk of the Committee, Peter Gibson, Director of Research, Claude Barry, Research Officer, Library of Parliament, and Janice Johnston, Research Administrator, are indebted to the Committee.