

They also have to cut back because they can't have a fancy house just because they're in the business. They've got to have a conservative house built and put the money into the business.

I know Canadians with several businesses. For instance, buying steel. The steel companies, there is only one main place now, the others have gone broke, they've sold out, because it's cheaper to buy the steel south of the border and ship it up.

Why?

I don't know why, that's just what he told me.

The reason is probably to do with tariffs and free trade.

And labour costs.

That's what's happening to the wineries, they're shutting down. The vineyards are closing down because you can bring in wine from California by the truck load. No duties and bottle it here cheaper than you can make it here.

Maybe our industry doesn't deserve to survive.

I was reading an article out in the waiting room that suggested that there is a place for the small wineries that produce quality wines.

The cottage wineries are doing great.

There, there, competition, we find out what we're good at producing - small lots of really good varietal wine and we produce those here and sell them to a select market...

P. DOES BECOMING MORE COMPETITIVE HAVE ANY EFFECTS, WHAT ARE THE EFFECTS OF BECOMING MORE COMPETITIVE?

People lose their jobs.

P. IS THAT WHAT YOU THINK OF?

Well, yeah, that's what I see. I see the disparity between rich and poor and stuff...

I'm not sure that it necessarily means that.

If you're more competitive, if you're doing better, why aren't more people employed?

It's also underselling. If you undersell you have to cut costs. If you don't cut down the costs of the raw material, you cut down the costs of labour...

...there could be a hundred products out there all competing for the same market, it's the one with the quality that would most likely be bought, kept and reordered in the long run.

P. FOR THOSE OF YOU WHO AREN'T STUDENTS AND AREN'T RETIRED WOULD BECOMING MORE COMPETITIVE AND AN INCREASED FOCUS ON INTERNATIONAL TRADE IMPACT YOU AND YOUR JOB PERSONALLY?

No.

I'm retired. I think Canadians have got to learn to work harder. I was in practice for 35