

Hon. Mr. DAVIES: May I ask a personal question? I note that Great Britain proposes to import \$4,500,000 worth of canned salmon. Where will that canned salmon go? As you know, I spend two or three months every summer in Britain and I always make it a point to ask for Canadian products of various kinds but I find great difficulty in locating them. Does all this fish go to London, for instance?

Mr. HYLAND: No. Admittedly sir, the limited quantity of canned salmon which Britain is able to finance the purchase of is far from adequate to give complete distribution there. They do, I believe, direct it to the industrial areas.

Hon. Mr. DAVIES: Is it bought by the government?

Mr. HYLAND: It is bought by the British Ministry of Food.

Hon. Mr. DAVIES: And is allocated by him?

Mr. HYLAND: And is allocated by him.

Hon. Mr. DAVIES: It is the same situation as that of beef cattle all over rural Wales. None of it is kept up there. It is shipped to other places on the order of the Ministry of Food.

Mr. HYLAND: The same thing happens with respect to fish.

The CHAIRMAN: Have you found that subsidized canned pork has interfered with your salmon sales?

Mr. HYLAND: It is difficult to assess the complete effect of competition of that nature. One of the questions directed to us was, what are we doing as an industry to keep up the rate of consumption for our product? Speaking for the British Columbia Canned Salmon producers, it was our thinking in 1946 that the export prospects for our product were very uncertain, because during the war the domestic market was necessarily neglected, and for some years our entire output was devoted to overseas shipments. Many new Canadian housewives had never been in the habit of using canned salmon in their homes and many others had forgotten about it. We felt that it was imperative as an industry that we embark upon a program to once again place canned salmon in active acceptance in the Canadian market.

The canneries voluntarily assessed themselves so much per case to raise an advertising fund. Over the past four years we have spent, as an industry, \$900,000 in sales and promotional advertising throughout Canada. That sum is in addition to the private label advertising which has been carried on normally by the individual packers. The result of that promotional campaign is evident to us.

It is true, we could have expected and perhaps should have expected some increase in Canadian consumption of canned salmon by reason of our increased population and improved purchasing power and expanding distribution facilities. Nevertheless, we are confident that our efforts have been successful. In the prewar years the average Canadian consumption of canned salmon was from 550,000 to 600,000 cases annually; our current marketing year which ends June 30th should roll up a figure close to 900,000 cases. We have succeeded in almost reversing the former relationship of export trade to domestic trade. It used to be that 65 per cent of our trade was export and 35 per cent domestic; now we are almost at the point of having 65 per cent domestic and 35 per cent export.

Hon. Mr. HORNER: May I ask whether the herring fishermen's strike outlasted the entire season for that fish?

Mr. HYLAND: It did. There was practically no production of herring in British Columbia in the 1952-53 season. Small quantities were taken for dry salting, but they were very small.