

Fisheries

it is nice to know you have converted the opposition. I should like the minister to know that I support this measure, and I wish him well in its operation.

The success of boards such as the one now proposed tends to reflect the ability of their members and the importance attached to them by the minister and the government concerned. I suggest that the Canadian Wheat Board has reflected at various times the attitudes of Mr. C. D. Howe and Mr. Alvin Hamilton. Possibly it now reflects the ideas of the Minister of Industry, Trade and Commerce (Mr. Pepin), though I wonder about that when I see that Canada's share of the world wheat market has dropped from 25 per cent to 20 per cent.

As I say, the success of such boards depends to a large extent upon the quality of the people who constitute them and direct them. No act of parliament is any better than the government which puts it into effect or enforces it. Those to be appointed to such boards should be chosen with great care. It might be that candidates perfectly suitable at one period of time would not be suitable at another. To refer again to the Wheat Board as an example, it might well be that an ex-air force type would be suitable for dealing with a foreign government in connection with grain trading but far less qualified when market conditions changed and he was called upon to sell to private buyers on a tough commercial market, with the emphasis upon developing different tastes and catering to them. This is true of the fishing industry. Board members must be aware of the problems of the moment; they must be prepared to change their tactics with regard to the selling or processing of fish as need may arise.

I should like to say a few words about selling. When the Minister of Fisheries (Mr. Davis) was discussing the saltwater fisheries some time ago he laid some emphasis upon the production of fish protein and similar products. After he had finished my reaction was to go to the dining room and order a lamb chop. I do not think this is the response which a minister of fisheries should provoke. He should be enthusiastic about the product, and I suggest that the Minister without Portfolio should be prepared to discuss fish in such a way as to leave his listeners with a desire to eat some. In this connection, perhaps I ought to mention one of the members from British Columbia who is involved in

selling chicken products. Whenever the subject is raised with him, a light seems to go on automatically and by the time he has finished talking about it his listeners all want to eat chicken. This is the effect that the Minister without Portfolio, who I understand will be in charge of this operation, should attempt to produce. When he gets through talking about fish we should all want to eat some.

While I am on this subject there is one other matter I should like to mention. At one time I had a meal of whitefish in the town of Lac la Ronge. What the cook did to that fish should have qualified him for jail. I am not sure how one can get round that sort of thing.

An hon. Member: A recipe book.

Mr. Thomson (Battleford-Kindersley): I suggest that the minister and the board should be developing new types of recipes and ways of preparing fish so that they may be even more attractive to the palate. The public, in turn, should be encouraged to use these recipes. I hope the minister will also encourage the canning of fish in ways which will develop new markets for fish products. We are all aware of the importance of canned tuna fish and canned salmon to both our export and home markets. I trust the minister will explore the possibility of developing these markets still further through advances in the canning industry.

After perfecting the recipes to which I have referred the minister and the board ought to be prepared to tour the country and speak to housewives and representatives of the food industry all over the nation, and in the United States if necessary, about the advantages of eating fish. I wish the hon. gentleman well in his new department and in his relations with the new fisheries board. I trust the establishment of the board will result in a larger income to fish producers in the areas concerned, increased market stability, a higher income to all concerned and a more effective industry generally.

[*Translation*]

Mr. René Matte (Champlain): Mr. Speaker, this bill really puzzles me.

Indeed, several questions come to my mind when I notice, first of all, that it deals with a program in which only four out of ten provinces have agreed to participate. I wonder why it is so.

With regard to Quebec, I think I know the answer. Quebec keeps a jealous watch over those fields in which it has—or at least it believes it has—exclusive jurisdiction, such