

Supply

Last Friday night a constituent of mine from Newfoundland, Jim Martin, brought in a tape he had just completed. The title of the tape was *The Rape of the Grand Banks*. I was in my constituency office on Danforth and I put the tape on and we listened to it. Within five or ten minutes there were about 15 or 20 people gathered around listening. The power of music in communicating a problem like this is something that we should not overlook.

Right now we have some of the best entertainers in the world. Here is a crisis on the environmental side. They have certainly gone to the rescue of other environmental disasters around the world. Maybe we should ask them if they would help us out on this problem.

The names that keep coming up today are Spain and Portugal. What are we doing? What is Canada's presence at the World's Fair in Seville this year? What are we doing there as a government? Are we going to have one of those big exhibits that just mentions the terrific tourism features of Canada? Are we going to have something that just boasts of our manufacturing? Maybe we should use that World's Fair to talk about this ecological disaster. Maybe we have to develop a little more of a flair for the dramatic. Maybe we have to take a page out of the Greenpeace book. Maybe we have to enlist Greenpeace. I remember being here in 1980 and 1981 when Greenpeace and every other environmental organization in the world dropped hundreds of thousands of post cards on every member's desk protesting about the seal hunt. It certainly had an impact. This crisis is 10 times larger than the seal hunt but we are not communicating that.

Today I read the pamphlet of the minister of external affairs, this beautiful glossy pamphlet entitled *Canada and the World Environment*. As I read through this I thought it was a flawless document. There was not anything in there that anyone could argue with. We have to take the words that are in this document and somehow bring them to life, give them meaning. I would humbly suggest to the government that when we have a crisis here in our country, bigger than the Valdez oil spill, bigger than the spill in the Persian Gulf, as big as the rain forest disaster, then we must communicate it.

If our own Government of Canada communications systems are not equipped or are not creative enough to really bring the CNNs of the world to the crisis, then let

us go to the best in that field and start getting world attention in order that we can solve this problem.

[Translation]

Mr. Charles A. Langlois (Parliamentary Secretary to Minister of Industry, Science and Technology): Mr. Speaker, I have listened very carefully to what the hon. member has said and I must say that I agree with him on several points. It is unfortunate, however, that so far all of Canada's efforts in the international forum to draw attention to the disastrous situation of northern cod stocks and the impact of their depletion on the fishing industry in Atlantic Canada did not yield the expected results.

I would like to remind my hon. colleague that, if Canada contemplated for instance a resumption of seal hunts in the winter months, as traditionally practised by Atlantic Canadians, I am convinced that all conservation groups, including Greenpeace, would come right out and launch a huge protest campaign.

Why are organizations apparently dedicated to conservation, to the preservation of the environment, such as Greenpeace, not showing concern for the disastrous situation created by the depletion of northern cod stocks and its economic, social and human impact on communities in Atlantic Canada?

He seems to know a great deal about promotional programs, publicity stunts, spectacular actions. Perhaps he could contact groups like Greenpeace and help us alert them to this situation.

[English]

Mr. Mills: Mr. Speaker, I thank the member for his question.

There is an organization that exists, I think at arm's length from the Government of Canada, yet the Government of Canada supports it. It is called the National Round Table on the Environment.

The member knows of this organization. It is an integrated organization of government and private sector people from all over the country, from all sectors of the economy, that deals with all issues related to the environment.

I have been following this organization closely in the last year. It seems that it has a very different way of communicating its message. It is much more flexible in its communications strategy and its communications approach. It seems to have a good relationship with a lot