

*Agricultural Products Act*

organization, a co-operative organization or a province so highly organized under marketing legislation as British Columbia is. These farm products going into international trade are taken over by these boards and delivered to some other organization in some other country.

The point is that a good number of people whom I have the honour to represent were quite optimistic when they read that statement a few days later. They were of the opinion that the minister was considering developing his marketing technique, and possibly as the result of this act, establishing permanent export and import boards.

The question of marketing has many related factors. It is not only a question of selling a commodity. Many other factors govern the marketing of any commodity. I want to deal with a few of them very briefly this evening, and to refer to certain resolutions which have been passed by the fruit growers of British Columbia this year, and which, if adopted by the minister into his policy, would we believe, in conjunction with this act, do a great deal towards solving the problem of marketing our fruit. I understand that the minister's department has made arrangements for the pulling out of some 200,000 fruit trees in the maritimes. I think that is a wise policy. If these trees are out of date, and the varieties are not suitable for modern marketing conditions and modern consumer demands, it is a sound policy. I freely admit that in British Columbia we shall have to face the same situation and do something similar. Even the growers' organization realize that they have got to play their part in the marketing of their fruits, and that if they are going to play their part in co-operation with government they must be willing to eliminate varieties which have now been proven unsuitable for modern consumer demand at home and abroad.

**Mr. Gibson (Comox-Alberni):** Taste like turnips.

**Mr. Herridge:** I have no hesitation in supporting the minister in this matter although there are people who do not know all the facts, who criticize it as a waste of natural resources, labour, time, money and so on. Personally I think his policy in this respect will be endorsed by all persons who have any considerable knowledge of the tree-fruit industry in Canada.

When speaking on May 28, 1946, the minister suggested that possibly there were opportunities for our using a considerable quantity of our apples in British Columbia, by having them evaporated. There has been a considerable quantity of apples evaporated,

[Mr. Herridge.]

but I think the minister realizes that at the present time the market is about saturated. We can evaporate some of the lower grades of apples, but we still have the problem of marketing the greater quantity of the crop.

The question of marketing is related to the cost of production, quality, varieties, transportation, freight costs, regulation of imports from other countries, guaranteed prices, regulations in effect against our fruit in other countries, and financial arrangements by this government in connection with commodity agreements. I want to deal briefly with two or three aspects of these related problems which are understood by the fruit growers of British Columbia, and upon which they expressed an opinion at their annual convention held at Penticton on the 18th, 19th and 21st of January of this year.

**Mr. Sinclair:** These are all the fruit growers?

**Mr. Herridge:** These are all the fruit growers of the interior. The British Columbia Fruit Growers Association is the official organization representing all fruits growers in the interior of British Columbia, and is the parent organization out of which springs the tree-fruit board, Tree Fruits Limited, and our whole marketing organization. It is the parent body, the official body, and unquestionably speaks for the tree-fruit growers of the interior of British Columbia. Before proceeding, I may say that the fruit growers of British Columbia realize the benefit that this act has been to agriculture in the past, and particularly during the war period.

**Mr. Sinclair:** Hear, hear.

**Mr. Herridge:** I must say, however, that they are very much concerned about the possibilities of the future. In this house a large number of speakers have placed the case for the wheat growers before us, but there are not many of us in the house who present the fruit growers' opinions and suggestions. I think also it may be some indication of the position of the fruit grower in the economy to say that I have observed at various conventions that I have attended—such as cattle producers and wheat growers conventions—that those who were there were usually all rotund well-fed looking people, whereas the people attending the British Columbia fruit growers conventions were all more or less of my build, that is of somewhat slender build.

**Mr. Sinclair:** Thirty-one million dollars last year.

**Mr. Gibson (Comox-Alberni):** Hear, hear.

**Mr. Herridge:** I am surprised at the member for Comox-Alberni interrupting in view