

*Oral Questions*

believe is now considered to be fair. The imposition of the charges would not take place before January 1, 1988. There is a consultative mechanism and an appeal process. There are many safeguards, and I think the Hon. Member would agree that this is the first time there have been such safeguards in the imposition of these kinds of enabling charges.

[Translation]

## METHOD OF PAYMENT

**Hon. André Ouellet (Papineau):** Obviously, Mr. Speaker, all those who are against this law are not satisfied with the verbal—let alone the legislative—commitments of the Minister.

Could the Minister assure all the interested parties that he will include in clause 4 of the Bill a guarantee to the effect that payments will not begin before 1988, that they will not exceed \$20 million a year, and that they will end in 1990, as he is alleged to have promised the Quebec Minister of Transport?

[English]

**Hon. Don Mazankowski (Minister of Transport):** Mr. Speaker, those conditions are clearly on the record. As I have said, there is a consultative process and there is a 90-day provision for Gazetteing. There are appeal mechanisms, and we are requesting a modest return of something like \$20 million. After all, the cost recovery on the Coast Guard services right now is something between 3 per cent and 5 per cent and we want to increase that to a minuscule 7 per cent. That certainly is not very much considering the services provided. I think all industries recognize that there has to be some provision for cost recovery, and I would hope that when they understand the kind of protective mechanisms we have put in place, they will find this Bill acceptable.

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## HEALTH

## REQUEST FOR BAN ON CIGARETTE ADVERTISING

**Ms. Lynn McDonald (Broadview—Greenwood):** Mr. Speaker, my question is for the Minister of National Health and Welfare who will know that the Canadian Cancer Society and other organizations today held a press conference revealing some new information about public knowledge, or indeed the lack of public knowledge, of the connection between lung cancer and tobacco smoking. Will the Minister accede to the very urgent demand of the Canadian Cancer Society and other organizations for a ban on cigarette advertising? Will he accede to the demand not just for self-regulation, not just for three-inch warnings instead of one-inch warnings, not just skaters instead of skiers, not just for bluewater canoeists rather than whitewater canoeists, but for a real ban?

**Hon. Jake Epp (Minister of National Health and Welfare):** Mr. Speaker, I am aware that the press conference was held. I

think one correction should be made, not to the Hon. Member's question but to the press release which leaves the impression that I might have had a meeting with the organizations. That was not the case but I am aware of the press release. This is not a new position taken by these organizations. I have said to the Hon. Member a number of times, as I have also said in public, that the Government is looking actively at what response it should make. I have also told the Hon. Member and the organizations that held the press conference today that I will take one more look at what the tobacco manufacturers' council will say at the end of the month.

## MINISTER'S POSITION

**Ms. Lynn McDonald (Broadview—Greenwood):** Mr. Speaker, since he has played the numbers game before on the grounds that this advertising ban would not be effective enough, I wonder if the Minister could tell us how many lives he would consider it worth saving. If 10 per cent of those 35,000 lives could be saved, would that be worth it? If only 1 per cent, or 350 lives, could be saved, would that be worth a ban on advertising? Indeed, if one life could be saved by a ban on advertising, would that be worth it?

**Hon. Jake Epp (Minister of National Health and Welfare):** Mr. Speaker, there are 30,000 deaths related to smoking each year. My job as Minister of National Health and Welfare is to try to prevent all of those deaths.

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## FOOD AND DRUGS

## DEPARTMENT'S VIEW OF BEEF PRODUCTS

**Mr. Blaine A. Thacker (Lethbridge—Foothills):** Mr. Speaker, my question is also directed to the Minister of National Health and Welfare. The Minister is aware that the Canadian beef industry is suffering from a dramatic decline in demand and he will also be aware that his Department has, for over 15 years, published misinformation that has been used by home economists, health care professionals, and the media. Will the Minister inform the House what actions he is prepared to take to correct this misinformation?

**Hon. Jake Epp (Minister of National Health and Welfare):** Mr. Speaker, I do not agree that the Department might have been publishing misinformation. There have been various studies done outside the Department as well relative to beef. I can tell the Hon. Member that with what has been happening in the beef industry, with the reduction in fat in cuts that are now being sold, from the point of view of the Department of Health beef is not only a safe product but it is a good product, and one that the Department and other health professionals are promoting for use by Canadians.