

Adjournment Debate

He has suggested that the government launch a promotional campaign to encourage Canadians to buy Canadian. I would ask him if he would consider the view to the question from a slightly different perspective. That is, we know that Canadians shop in the United States for a very simple reason. They believe that they will get better value for their money.

It seems to me, therefore, that to effectively alter Canadians' opinions in this regard we have to convince them that there is equal value for their money in Canada.

Canadians must be reminded not by government but by the private sector that many goods and services in Canada are equal in price and often less expensive than those in the United States and that the quality of goods and services in Canada in every way equal that available that in the United States.

This message must be repeated again and again, not just in advertising but in every contact between the buyers and the sellers in this country.

We need to see the message of competitive prices and competitive quality in flyers, posters, store window displays and paid advertising of every kind. We must also hear the message at the point of sale in every transaction between the buyer and the seller.

This is the only kind of buy Canadian campaign that would be of real value, not an advertising campaign based on some government certification of Canadian content in consumer products and services which would pose difficult problems and result in increased costs to be passed on to our consumers.

LUMBER INDUSTRY

Mr. Brian L. Gardiner (Prince George—Bulkeley Valley): On November 22, 1991, I asked a question of the Minister of Forestry about a very important issue regarding our lumber exports from Canada, in particular the maritimes and Quebec to Europe and the effect then that the potential ban on green lumber imports from Canada might have on our lumber exports from the country.

I know that we have made some progress in that area. Without going on a great deal more I would be interested and look forward to hearing the comments from the parliamentary secretary to outline just where we are with this issue. I think we are all hopeful for some progress in this regard on really what is another trade dispute that we have. I look forward to the parliamentary secretary's comments.

[*Translation*]

Mr. Michel Champagne (Parliamentary Secretary to Minister of Forestry): Madam Speaker, let me assure the House that the Government of Canada has made the strongest representations possible to our European counterparts on the Pinewood Nematode issue. We are well aware of the stakes involved, almost \$1 billion of our trade in unseasoned softwood lumber.

We have obtained a one year extension to the European Community directive which would require the drying of our current lumber exports to eradicate the Pinewood Nematode. The Canadian softwood lumber industry can continue to ship green lumber to Europe until December 31, 1992.

We have looked at various ways of eradicating this pest in a joint research program with the European Community. We have still to work out a joint report with the Europeans on these research results. It is expected that this phase will be completed by march, 1992. The European Community should then draft its new plant health regulations which are scheduled to be ready in june 1992. Due to the production adjustments that might be required, the industry might need additional time to implement the new control regime.

A month ago, the Minister for International Trade, wrote to commissioner Macsharry to urge the commission to accelerate the timing of its decision in order to give our industry the most lead time as possible.

Madam Deputy Speaker: The motion that the House now adjourns is deemed adopted. Consequently, the House stands adjourned until tomorrow 2 p.m., pursuant to Standing Order 24(1).

The House adjourned at 6.29 p.m.