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Canada's beef industry – the facts about price disparities

Inflation, particularly the rising price of food, has made everyone price conscious. It has also given consumer matters a priority rating with the news media never enjoyed before. The price of meat and other foods, rather than being mentioned only on the advertising pages, has become front page news.

Consumers, and consumer-affairs reporters, are beset with a confusing array of statistics and conflicting claims of where the blame lies for alleged price disparities.

How, for example, does one relate 10-cent-a-pound cattle at the stockyards to \$2-a-pound steaks in the supermarket?

Unfortunately, says Canada's Department of Agriculture, the beef industry is too complex to be explained in a brief newspaper story or a one-minute radio news item.

The Department provided the following facts to help the public better understand the problems of the beef industry:

Canadians eat beef at the rate of 92 pounds per person per year – and this has been increasing steadily over the years.

Livestock account for more than half of the total farm cash receipts. Cash receipts in 1973 were \$6.8 billion of which \$3.9 billion – or 57.8 per cent – were from livestock products. Beef is by far the largest single part of that.

In addition, slaughtering and meat processing is the third largest manufacturing industry in Canada with annual sales of more than \$2.5 billion.

The beef industry has not escaped the pressures of world-wide inflation and commodity scarcities, although it has done better than some in coping with the problem.

During 1972 and 1973, faced with a strong world demand for beef and low feed-grain prices, livestock producers began to increase their herds. Canada's cattle population is up 6.1 per cent this year over that of 1973 and totals nearly 15 million animals.

Beef producers now, not only in Canada but in many parts of the world, are faced with a serious cost-price squeeze as rising feed-costs coincide with an increase in beef supplies and a slackening in consumer demand. The natural tendency in such a situation is for the producer to liquidate his herd to cut input costs. The heavy volume of cows arriving at the stockyards as winter approached indicated that this was happening to a certain extent. The

Export controls on livestock and meat

Canadian cattle, hogs, beef and pork, including processed pork products for export to the United States only, were put under export control for an indefinite period effective midnight December 15, 1974.

Industry, Trade and Commerce Minister Alastair Gillespie said that this action had been taken to protect, in so far as is possible within the limits set by the U.S. import quotas, traditional trade patterns between Canada and the United States.

The controls will apply to live

cattle and hogs, fresh, chilled and frozen beef and pork, and cured, cooked or canned pork. The main object is to control Canadian exports of meat and livestock to ensure that those items that have traditionally been traded between Canada and the U.S. and which have found a ready acceptance as recognized Canadian products in the U.S. market, will continue to be available in that market to the maximum extent under the present constraint of U.S. quotas, and pending an early settlement of the issue of the livestock and meat trade between Canada and the United States.

danger is that a sharp reduction in the basic production capacity will provide short-term price reductions to the consumer but in the long term will create a shortage of livestock and thus even higher prices in the future.

There is a lag of two to three years between the time the producer decides to breed the cow until the offspring is ready for market. If the producer markets the cow and has to start from a new heifer calf, it will be three to four years before the heifer can produce a marketable offspring.

Effects of oil shortage

At the same time, pressure has been applied on the beef industry by the dramatic increases in the price of oil. Not only has it increased costs to the livestock producers and meat processors, but it has put a strain on the financial resources of the energy-importing nations. Japan, for example, has set quotas on beef imports which effectively exclude traditional suppliers including Canada. The stated reason was to preserve financial reserves to meet higher fuel costs.

In recent years, a substantial export market had been developed both to the United States and to Europe, where veal was in demand. But rising production costs coupled with an increase in calf population in Europe and the United States virtually eliminated that market. In the first eight months of 1973, Canada exported 174,000 calves, more than 49,000 of them dairy calves. In the first eight months of 1974, that fell to 83,000 of which less than 17,000 were dairy calves.

The dairy calf market was further hit by the abundance of beef calves available to stock the feedlots.

Federal Government assistance

Federal Government action in the beef industry, apart from regulatory, grading and inspection functions, is aimed at supporting producer incomes and ensuring future beef supplies to consumers by avoiding excess liquidation of breeding stock.

In August, the Canada Department of Agriculture instituted a one-year beef stabilization program which establishes a guaranteed price support of \$45.42 a hundredweight basis A1 and A2 steers and heifers at Toronto, Winnipeg and Calgary. If at the end of the 12-month period ending August 11,

Beef industry assistance

Agriculture Minister Eugene Whelan announced in December a four-point program to support the Canadian beef industry, the main feature of which will be stabilization of the slaughter cow market.

In addition, the program will include the purchase of canned beef for international food aid, promotion of ground beef-type meat at the retail level and an assurance to the cattle producers that the stabilization program for Grade A, B and C steers and heifers begun last August, will be continued after August 1975 with the support price indexed to production costs at that time.

The package-support program, which will take effect immediately, is designed to provide some price protection to farmers while allowing them to cull their herds in an orderly manner. At the same time, this program will permit the price to adjust as warranted by market conditions and should, therefore, benefit the consumer and increase beef consumption.

Mr. Whelan said that he understood the problems faced by Canadian beef producers and he hoped that this package of programs, along with support plans of the provinces, would give the livestock industry the confidence to develop and to continue to provide top quality meat for consumers.

1975, the weighted average price to producers for Grade A1 and A2 steers and heifers at these markets is below \$45.42 a hundredweight, a payment from the Federal Government will be made. The payment will equal the difference between the national weighted average price and the support level of \$45.42 a hundredweight. If a payment is made, it will apply to all eligible cattle grading A, B and C and will be at the same rate to all producers regardless of what price they received for their cattle at the time of sale. The program guarantees producers that they will not be forced out of business in the event of a drastic price drop. To protect and complement the interim stabilization plan, import quotas on live cattle and dressed beef were put in place. The quotas are based on average imports over the last five years, thereby permitting traditional

trade to continue but preventing surplus beef from other countries from flooding the Canadian market and cancelling out the stability that would otherwise be part of such a support program.

Pricing

A wide variety of animal types make up the slaughter cattle market and it should be explained what happens to them before an assessment of pricing can be made.

Ten-year-old dairy cows don't produce prime steaks. The fresh steaks and roasts that the consumer buys for Sunday dinner come from Grade A steers and heifers. These are grain-fed animals weighing about 1,000 pounds for which the producer currently receives 50 to 55 cents a pound on the hoof at the stockyards.

By the time the packing-house has slaughtered the steer and dressed the carcass for delivery to the supermarket, it has lost about half the weight and the price a pound has thus more than doubled, including the labour costs and the profit margin.

The supermarket butcher shop cuts the carcass into steaks, roasts, stewing beef and hamburger, losing a lot of the weight in excess fat and bone in the process.

The cattle which sell at the stockyards as "cow beef" are the cows and bulls culled from the dairy and beef herds. The better ones go as "discount beef" to the large restaurant chains. The others go directly to the processing plants to be used for hamburger, sausage and a variety of spiced meats and for pet food. Prices for these animals have been as low as 10 cents a pound liveweight.

Livestock production

Canada now has a cattle population of nearly 15 million animals. It includes about 5.2 million cows and yearling heifers in the beef breeding herd and 2.6 million in the dairy breeding herd and about 2.6 million steers and heifers which make up the major part of the quality beef. The remainder are calves being raised for veal and heifer calves being raised to maintain or expand herds.

The herds produce about 1.7 million dairy calves and 3.4 million beef calves every year. The superior females are retained to maintain and

Canada's skaters shine in Soviet Union

Canadian champion Lynn Nightingale won the ladies' singles at the Moscow News International Figure Skating competition held at the beginning of December. Competitors from 13 countries took part in this event, which is sponsored by the Federation of Figure Skating of the U.S.S.R.

Canada's official representation was composed of Miss Nightingale and the dance team of Barbara Berezowski and David Porter, who placed fifth. They had won fourth place in the Skate Canada competition last October.

Cranston popular

In addition to the competitions, Canada was also represented by Toller Cranston, who performed exhibitions only. Cranston, the world's best free skater, won the Gold Medal for that event in the 1974 world championships in Munich. His skating is well-known in Moscow and the large audience applauded loudly each time his name was announced. After his first performance he was called back for three encores and was showered with flowers. He had to make a quick exit by a rear door to avoid crowds of well-wishers outside the stadium. The following night he returned to the ice for four encores.

Miss Nightingale, in Moscow for the



David Leonardi

Ice dancers Barbara Berezowski and David Porter were fifth in their event at the Moscow Skate.



Holiday Studio

Lynn Nightingale of Ottawa, winner of the ladies singles at the Moscow News International Figure Skating competition, last month.

first time, also became well-known by the end of the competition after wide coverage by the Soviet press. Her exhibition performances were warmly received and many encores were performed.

Large portions of the Moscow Skate were shown on Soviet television and major newspapers published accounts of interviews with Miss Nightingale and Mr. Cranston. Miss Berezowski, who was named Miss Moscow News as the most elegant skater, also gained reports and pictures in the press. She and her partner, David Porter, were very popular with the spectators, who at one point jeered, when in their opinion, the judges had not rated the pair high enough.

Members of the Canadian Embassy in Moscow who attended the competition, assisted the team whenever possible and afforded them hospitality.

This event, which was started in 1972, is a senior international competition for ladies' and men's singles, pairs and ice dancing. Each participating country must have a judge on its team.

In 1972 Cathy-Lee Irwin of Toronto placed first in the ladies' singles and Marian Murray and Glenn Moore of Vancouver placed fourth in the pairs. In December 1973, Ron Shaver placed second in men's singles and Murray and Moore seventh in the pairs.

Canadian embassy in Iraq

The Secretary of State for External Affairs, Allan J. MacEachen, announced in Ottawa recently that the Canadian Government had reached agreement with the Iraqi Government on the opening of a resident Canadian embassy in Baghdad during 1975.

This decision is a further expression of the Government's policy of strengthening Canada's representation in the Middle East and takes cognizance of the importance of Iraq, both politically and economically, in that area. It is expected that this decision will lead to increased communications between the two countries on the political level and further growth in bilateral economic relations.

Iraq has had an embassy in Ottawa since 1972.

Montreal Olympics '76 — ticket distribution outside Canada

About 1.4 million tickets for the 1976 Olympic Games — 35 per cent of the total — will be available outside Canada at prices from \$2 to \$40, with an average price of \$6 for competitions in Montreal and \$3 at Olympic sites outside Montreal. The prices will bring about \$15 million to the Organizing Committee for the 1976 Olympic Games, COJO (for Comité Organisateur des Jeux Olympiques).

A total of four million tickets — to go on sale about April 1975 — will be available for all events of the 21 sports on the 1976 Olympic program. The \$40-ticket is top price for admission to the opening and closing ceremonies, with other ticket prices at \$32, \$24, \$16 and \$8. Top price for a major competition event is \$32, with a wide range of lower-priced tickets.

Allocation of tickets throughout the world — based on the population of each country, distance from Montreal and accommodations in Montreal in 1976 — is: Canada 2.6 million (65 per cent); United States 800,000 (20 per cent); Mexico and Caribbean countries 42,000 (1.05 per cent); Latin America 108,000 (2.7 per cent); Europe 300,000 (7.5 per cent); Africa 32,000 (.8 per cent); Asia 76,000 (1.9 per cent); and Australia and New Zealand 42,000 (1.05 per cent).

Ticket vouchers will be sold in each country by national agencies recommended to COJO by the national Olympic committees of the countries. The vouchers will be sold in two stages – from about April 1975 to July 1975 and from November 1975 to January 1976. The vouchers can be exchanged for tickets about six weeks before the Games, which will run from July 17 to August 1, 1976.

Accommodation

Some 100,000 lodging units will be available for visitors to the Games under the Quebec Lodging Bureau, a special organization to oversee lodging. The 100,000 units will accommo-

date 140,000 visitors daily.

The Bureau will exercise supervision, ensure co-ordination and provide information in connection with rented housing from May 1 to September 1, 1976. The government agency will work with COJO's lodging department toward accommodating all visitors at the most reasonable prices during the Games. COJO's main responsibility is for official visitors and delegations of the various international Olympic committees. To help satisfy numerous requests for lodging directed to the government bureau, COJO is to set up an information service comprising a data bank, reservation and confirmation system and welcoming service.

The late W.L. Mackenzie King – tributes in honour of hundredth birthday

"I would like to talk for a few minutes about the centennial of the birth of one of the greatest politicians of this century, William Lyon Mackenzie King," stated the Prime Minister to the House of Commons on December 17. All leaders of political parties added their tributes to Mr. King, who died in 1950.

Mr. Trudeau addressed the House in the following words:

...We can say about this man that not only does he deserve the title of great Canadian, but also that the period during which he lived and gave his services to Canada, including 22 years as prime minister, is itself incredible. If we go back to the year when Mr. King was born it seems unavoidable that he should have been drawn by the excitement of a political career which more than any other occupation allowed him to contribute as he wished to the growth of his country.

In a sense, Mr. King grew up with the Canadian Confederation. His youth paralleled the imagination, the controversy and the faith that pushed a railroad across this country, uniting it in a physical way.

Period of war

His young manhood, during which his political awareness was shaped for the future, was set against a background of war in far off lands which finally erupted on the European continent drawing Canadians into battle and death.

During and after the First World War, Mr. King was at the centre of the turmoil and anxiety which stretched the cohesion of the nation and its political parties almost to the breaking point.

He devoted his energies toward easing those tensions.

He was plunged into the realities of international negotiation where he developed a determination that Canada must be allowed to deal with her fellow nations on her own terms, with independence. This determination remained throughout his career.

He watched Canada suffer the despair and hardship of the great depression, and another tragic and costly world war. When he died in 1950, the nation was moving forward into an era of prosperity and, barring further madness, an era of peace.

These were great events requiring brilliance in politics, imagination in outlook and a strength of national purpose that would persistently prevent traditional cultural and regional divisions from pulling Canada apart.

Take a look at the stature of some of the political leaders in Mr. King's lifetime – Sir John A Macdonald, Sir Wilfrid Laurier, Sir Robert Borden, J.S. Woodsworth, Arthur Meighen and Louis St. Laurent. These men were giants in Canadian history at a time when such qualities were imperative.

Mr. Speaker, in countless ways, recognized or subtle, Mr. King for 40 years placed his stamp on Canadian

Canadian peacekeeping extended in Middle East

Following a request from the Secretary-General of the United Nations, the Government has agreed to continue Canadian participation in the United Nations peacekeeping forces in the Middle East for a further period of six months. Secretary of State for External Affairs Allan MacEachen, who made the announcement, said that it was particularly important at this time that the continued effectiveness of UN peacekeeping activities in the area be assured.

Canada will continue to share with Poland the logistic support role for the United Nations Emergency Force (UNEF) and the United Nations Disengagement Observer Force (UNDOF). Some 1,000 Canadian troops are in the area at present.

The United Nations Security Council recently extended the mandate of UNEF for a further period of six months from October 24, 1974 and that of UNDOF for a further six months from November 30, 1974.

political life, Parliament and the Public Service. His tenure as prime minister was longer than that of any other prime minister before him in the English-speaking world.

Conflicting descriptions

Today I simply want to pay tribute to a Canadian statesman and politician who carries so many conflicting descriptions it is almost impossible to sort out the real Mackenzie King – which perhaps was a key to his great success.

Mr. Speaker, I feel partial to the particularly appropriate words of Bruce Hutchison who said:

"His works proclaim themselves, but quietly. He wrought them so gradually, he who could move so fast and take so many desperate chances while appearing to stand still, and he could produce such drastic changes with a changeless look, that his revolutionary effect on the nation's life was dimly surmised when his own ended. But now we can see that he was our greatest revolutionary...."

Haitian community project spurred by former resident, now Montrealer

St-Ard residents help improve irrigation.

Despite the warm, deep-blue sea, glowing with coral and filled with exotic fish, a breeze that mellows the climate and keeps it as dry as a perpetual summer, the plantations of bananas and sugar cane and the great variety of fruit trees which give it an abiding air of spring, the region of St-Ard in Haiti has a long way to go towards its development.

In this nation, identified by the United Nations as one of the poorest in the world, the region of St-Ard, with its 10,000 inhabitants, contains surprising resources. Although the people of St-Ard are attempting to find solutions to their problems, misery, malnutrition and illiteracy nevertheless prevail.

This conclusion was formulated last April by Pierre Normil, a 28-year-old community development officer who recently spent three months in St-Ard. He was born in the village and had not returned for 15 years.

Pierre Normil, who has lived in Montreal since 1969, left Haiti at the age of 13. He went to study in France with the intention of becoming a priest. Last January, he returned to St-Ard, to promote interest in community development and to determine how the villagers could assume responsibility for the future of their community themselves.

St-Ard, a coastal region in the plain of Arcahaie, located nearly 30 miles north of the Haitian capital of Port-au-Prince, is known the world over for its coffee. Access is by dirt roads and transport is scarce.

Action undertaken

Assisted by a grant from the Montreal YMCA and the Canadian International Development Agency (CIDA). Pierre Normil stayed in St-Ard for three months.

At the end of that time the people of St-Ard drew up a two-year development plan covering health, education and agriculture, and the marketing of agricultural and fishing products. The estimated cost for operations in the first year was about \$40,000.

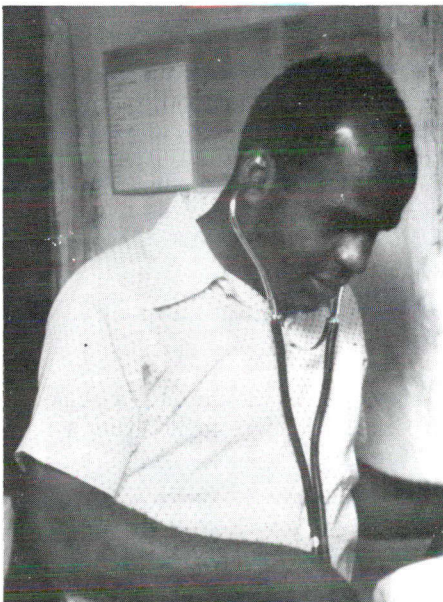
Normil intends to submit the St-Ard community development plan to Canadian development organizations. During the first three months, to deal



with the most urgent needs, people in the area have established a small clinic, a co-operative pharmacy and a community school. The best educated residents have undertaken teaching duties; a young Haitian doctor, Lyonel Banks, goes to St-Ard to treat patients at least once a week.

Achievements and plans

In the first year the community clinic and co-operative pharmacy will extend



Lyonel Banks, a Haitian doctor, visits patients once weekly at the community clinic.

their activities. A co-operative sewing workshop will be established, and the irrigation system will be improved with the aid of technical advisers from the Haitian Department of Agriculture. Younger persons will continue to attend school to learn from their elders.

The establishment of marketing co-operatives for fish and bananas is planned for 1975. The rearing of poultry and pigs will also be built up, and two plants are planned, one for the packaging of sugar cane products, the other to manufacture cement blocks.

At the same time, the literacy program will be expanded and recreation promoted by the establishment of a cultural and recreational centre. A youth hostel may be set up on the beach, which was cleaned up in the summer.

Financing

However, in order to carry through the St-Ard community development project, money was needed. This was the task undertaken by Pierre Normil on his return to Canada in April. He had been assured of a grant of \$6,300 from the Government of Haiti.

His enthusiasm was infectious. First, the Montreal YMCA provided over \$12,000 in cash and services. Georges Chammah of the YMCA, the co-ordinator of the project in Canada, is working to form a support com-



Youngsters at St-Ard community school learn from their elders.

adian program includes nine projects in various stages of completion and its activities are concentrated in four specific areas: vocational training, managerial training, food agronomy and hydraulic resources. The funds allocated amount to nearly \$8 million. Sixteen Canadian advisers are working on these projects in Haiti. CIDA has also made grants to 12 projects of Canadian non-governmental agencies, making a total last year of almost \$170,000, not including funds contributed to international organizations such as the Inter-American Development Bank and the World Health Organization.

Pictured below Pierre Normil (left) takes time for recreation.

Photos: Pierre Normil

mittee in Quebec and to enlist organizations throughout the province of Quebec as sponsors for various parts of the project. Some organizations will visit St-Ard this winter and next summer to participate in community development of the village.

The Non-Governmental Organizations Division of CIDA, which is the Canadian agency in charge of administering the funds voted by Parliament for international development, has allocated the sum of \$18,000 to the Montreal YMCA, which is sponsoring the project.

The keen Canadian interest in Haiti is nothing new. Canadian missionaries arrived there over 50 years ago, and a number of Canadian agencies have sent advisers. At the governmental level, Canada in 1973 signed a bilateral agreement with Haiti. The Can-



International agreement for sale of Olympic stamps abroad

Postmaster-General Bryce Mackasey and representatives of two international philatelic-product distributors have signed an agreement for the worldwide promotion, distribution and sale of Canadian Olympic stamps and related philatelic products, to help finance the 1976 Summer Olympic Games. This is the first time such a contract has been made with foreign distributors.

"This agreement," Mr. Mackasey said, "will make a great part of the world more aware of the 1976 Olympic Games to be held in Montreal and Kingston and it will allow people of many countries to contribute in their own way to the success of the Games of the 21st Olympiad."

Mr. Mackasey noted the international stature of the four companies that will promote the sale of Canadian Olympic

stamps throughout the world: Mr. William C. Hillman signed the agreement on behalf of Philatelic Consultants, of Rhode Island, U.S.A.; Mr. R. T'Scharner signed on behalf of the Agences philatéliques gouvernementales, of Brussels, Belgium; and two other distributors, who were not represented at the ceremony, will also sign the agreement. They are the firms of Giulio Bolaffi Editore, of Turin, Italy, and James Davis, of Rickmansworth, England.

Winnipeg centennial host to international symposium

Over 2,500 Canadians participated in the world's largest Club of Rome seminar, from October 27 to 30. Titled the "Dilemmas of Modern Man", the series of discussions was a special centennial project sponsored by the Great West Life Insurance Company of Canada in celebration of Winnipeg's hundredth birthday. Alvin Toffler, author of *Future Shock*, gave the opening lecture followed by ten international leading authorities on topics that ranged from genetics, aging, communications, education and economics to world perspectives.

Dr. Aurelio Peccei, Chairman of the Board and President of Italconsult, Rome and Professor F. Kenneth Hare, Department of Geography and Physics, University of Toronto, led the panel discussions on "A World Perspective". Aspects of genetics, from medical considerations to housing, were presented by Sir Cyril Clarke, Professor Emeritus, University of Liverpool and President, Royal College of Physicians, London, Dr. Charles R. Sriver, Associate Professor of Genetics, McGill University, Montreal and Dr. Summer B. Twiss Jr., Assistant Professor of Religious Studies, Brown University, Providence, Rhode Island.

The panel on aging was composed of Dr. Nathan Shock, Chief, Gerontology Research Centre, Baltimore City Hospitals, Sir Ferguson Anderson David Cargill, Professor of Geriatric Medicine, University of Glasgow, and Dr. Helen Lopata, Chairman, Department of Sociology, Loyola University, Chicago.

Communications as tools that will shape the next decade were examined by Dr. A. Davidson Dunton, Director for the Institute of Canadian Studies, Carleton University, Ottawa, Mrs. Jeanne Sauvé, federal Minister of the Environment, and Pierre Juneau, Chairman, Canadian Radio-Television Commission.

On the topic of education, Lord Ashby of Brandon, Master, Clare College, Cambridge and Chancellor of Queen's University, Belfast, looked at one side of the dilemma, while Dr. Michael Oliver, President Carleton University, Ottawa, examined the other.

The sessions ended with a heated



Alvin Toffler, author of Future Shock, was keynote speaker at international seminar in Winnipeg recently.

discussion on economics as guest speakers Dr. Herbert Stein, University of Virginia, Charlottesville and Dr. John J. Deutsch, Principal, Queen's University, Kingston, responded to an audience made up of professionals from many disciplines and from many parts of the world who had followed the three-day conference.

Offshore oil well in Bay of Fundy

New Brunswick Natural Resources Minister A. Edison Stairs announced recently that Mobil Oil Canada Limited, in partnership with Gulf Oil Canada Limited, would drill the province's first offshore well in the Bay of Fundy. The exploratory well, scheduled for early 1975, is located about 12.5 miles northeast of Grand Manan Island.

Mr. Stairs said the well was designed to evaluate a structure outlined by geophysical surveys conducted by Mobil over the last five years in the Bay of Fundy. It would test the Triassic and possible Mississippian strata contained in this portion of the Fundy Basin. Mobil Oil currently holds natural gas and oil rights to both the New Brunswick and Nova Scotia segments of the Bay of Fundy, involving more than three million acres.

The drilling of the well and the rumoured discovery near the east tip of Prince Edward Island should heighten interest in New Brunswick's potential acreage, both onshore and offshore, the Minister said.

In the past, activity has been concentrated near the Stoney Creek field south of Moncton. Here, one of North America's oldest fields has produced about 750,000 barrels of oil and 28 billion cubic feet of natural gas. New Brunswick is the only producer of oil and gas in the Atlantic region of Canada.

Busy year for National Film Board

Some 794 million people at home and abroad saw films made by the National Film Board of Canada during the past year, according to the Board's annual report for the fiscal year 1973-74.

The report, submitted by Government Film Commissioner Sydney Newman, states that this is an increase of 73 million people over the previous year's figure. About one-third of this audience was in Canada and 68 per cent viewed the films on television. Based on the Board's parliamentary vote, the cost to each Canadian to reach this audience was 78 cents, the report points out.

The report also reflects the wide diversity of current NFB projects in comparison to the Board's responsibilities in 1939, when it was created.

Strong support for the private sector of the film industry is apparent by the fact that the NFB contracted out to the private film industry half of the money received from government departments sponsoring films. Only three years ago, just 10 per cent of the sponsored film revenue went to the private film industry. The report points out that more individuals and film companies across the country will now be able to participate in making federally-funded films with the establishment of NFB regional production centres in Vancouver, Halifax and Winnipeg.

NFB theatrical short films continue to enjoy wide distribution in Canada and a new record of 19,027 commercial bookings was attained last year, including 12,152 bookings in 35mm and 7,000 in 16mm.

In television, the series *Adieu Alouette* and the *West* as well as a special theme about the Arctic, were

well received by television viewers and plans are proceeding to televise productions about the Atlantic and Pacific provinces this year.

Of special note also was the telecast of the NFB feature *Mon Oncle Antoine*, which was seen by over 2.5 million people, the second highest rating in the history of Radio-Canada. This figure was exceeded only by the final game in the Canadian/U.S.S.R. hockey series. The report notes the success of the feature length documentary *Cry of the Wild* which, in one week in New York, was seen by some three quarters of a million people in more than 50 theatres.

During 1974, the thirty-fifth birthday of the Board, it won 54 major awards at 62 international festivals.

Lighthouse post office

The Ministry of Transport, in conjunction with the Post Office Department, has established the first known post office operating from a lighthouse. Ceremonies were held at picturesque Peggy's Cove, Nova Scotia to officially open the unique facility.

The idea was proposed by MOT's Atlantic Region Public Affairs Office, following an urgent inquiry from Post Office officials on the availability of space in a Ministry of Transport building at Peggy's Cove to house a sub-post office.

The post office, located on the lower floor of the lighthouse, has been open for some months and is an attraction for the numerous tourists who visit the area each year.

The octagonal, 30-foot high beacon housing the post office was built in 1915. The original lighthouse was constructed in 1868 on a site 62 feet southwest of the present structure.

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Algunos números de esta publicación parecen también en español bajo el título Noticiero de Canadá.

Ähnliche Ausgaben dieses Informationsblatts erscheinen auch in deutscher Sprache unter dem Titel Profil Kanada.

Canada's beef industry

(Continued from P. 2)

improve the breeding herds and the remainder are slaughtered for meat, either as calves for veal or raised to beef weight.

Seventy-five per cent of the beef cow herd is located in the West and the remaining 25 per cent is east of the Ontario-Manitoba border. The dairy herd is the opposite – 80 per cent is in the East and only 20 per cent in the West.

Although the dairy herd is primarily maintained for milk production, 30 per cent of Canada's beef and veal comes from the sale of dairy calves and culled cows and bulls.

Beef calves are normally born in the spring and spend the summer on the pasture nursing and grazing. At about six months they are weaned and go into some type of feeding program.

Some go to feedlots for intensive feeding programs that will have them ready for market – about 1,000 pounds – by the end of the following summer. Some go into a backgrounding stage: they are fed on hay during the winter, spend the next summer on pasture and then go into a short intensive feeding program in the autumn.

Dairy calves intended for meat are weaned from their mothers after a few days and put on a milk substitute until they are able to handle forage and grain. Veal calves can be raised on a strict liquid-milk-replacer until they are about 300 pounds. Since they have had no grain or forage, their meat is very white and commands a premium price in a specialty market.

Marketing practices

There is a variety of ways in which the livestock producer can market his animals. The producer may deliver his stock directly to the packing plant, where the buyer negotiates price on one of two bases: on a liveweight basis decided on the spot, or on a rail-grade basis, where the producer and packer agree that price will be determined by carcass weight and by the grade established by the Canada Department of Agriculture graders.

In some cases a buyer from the packing-house will visit the farms, where again price may be agreed upon either on liveweight or on carcass grade.

The producer also has the option of

delivering his animals to one of nine terminal markets, where he will consign them to a commission agent who will try to get the best price. Sales at the terminals are primarily on a live-weight basis and may be either by auction or by private agreement.

Producers also may market through auction or sale barns, through a dealer who buys and sells cattle, through sale by tender, by long-term contract or simply by private sale.

Processing

Canadian facilities for converting cattle and calves to beef and veal range from the farmer, who handles his own cattle for his own use, to the integrated packing-house.

Some 85 per cent of the slaughter is under Federal Government inspection.

Dressed beef shipped across international or provincial boundaries must have been slaughtered under federal inspection.

Beef coming under federal or provincial inspection is graded at the point of slaughter. The system, instituted in 1972, uses maturity and yield (as related to fat covering) as the prime criteria.

Over the past decade, Canada's beef kill has been continually rising in numbers and weight a head, with a rapid rise in western Canada as abattoirs tend to locate near the source of supply.

Pressures of market demand and labour costs have led to centralized processing, special packaging and direct store distribution. At the same time, slaughtering facilities have been operating at only 65 percent capacity.

The supermarket still dominates the marketing of fresh meat, although there is a trend towards more table-ready meat and more hotel and restaurant meals. Hotels, restaurants and institutions are expected to be serving 50 per cent of all meals by 1980.

The beef wholesaler, dealing in less than truckload quantities, is thus becoming less important in the beef-handling system.

The hotel, restaurant and institutional trade is becoming more and more important. Its demand for large quantities of loins, ribs and special cuts has traditionally been filled from the United States, although recent merchandising trends are putting more Canadian beef into this market.