



Kent County Can Be Saved!

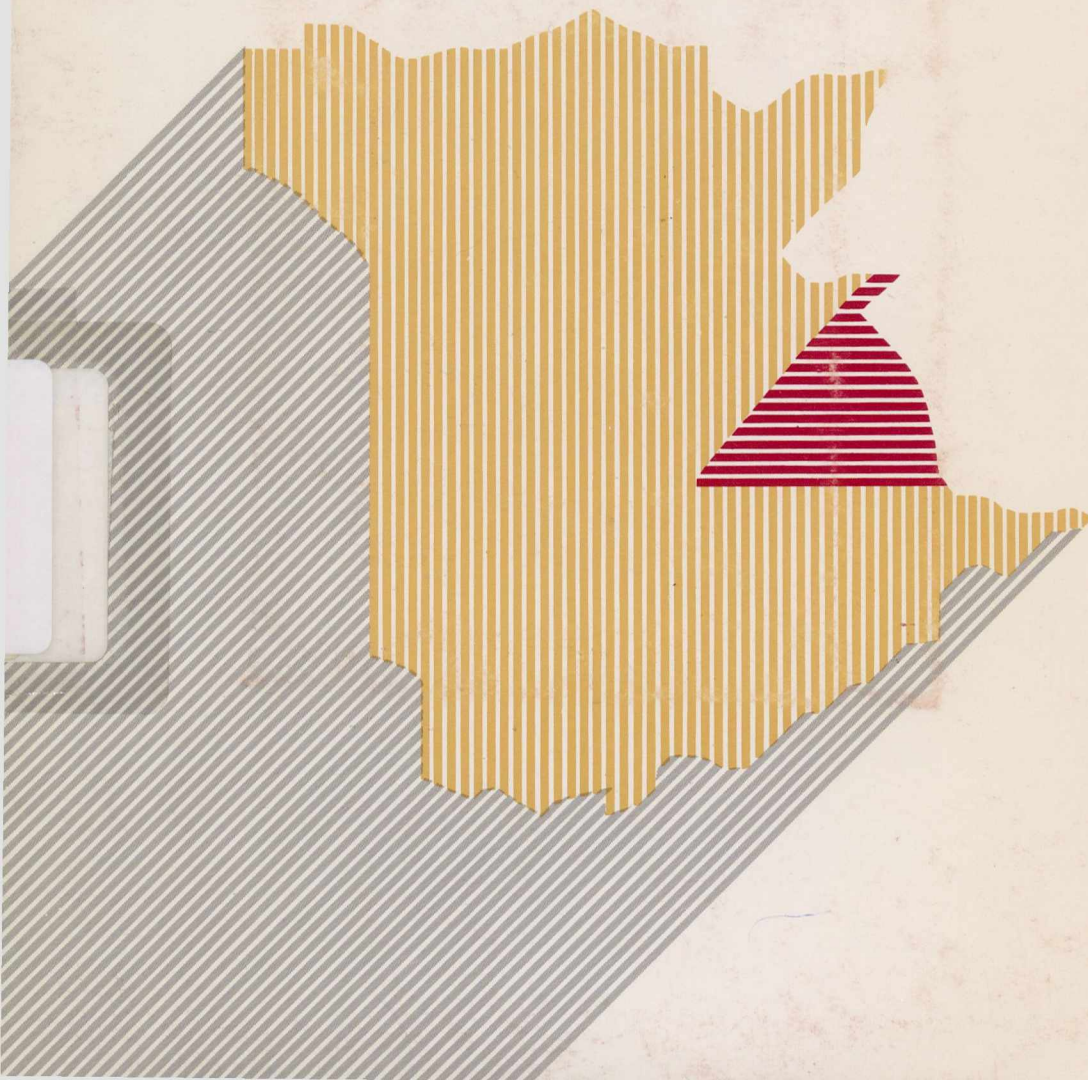
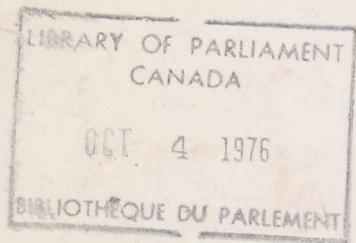
A study into the agricultural potential of
Eastern New Brunswick

Report of The Standing Senate Committee
on Agriculture

Chairman: The Honourable Hazen Argue

Deputy Chairman: The Honourable Hervé
Michaud

1976



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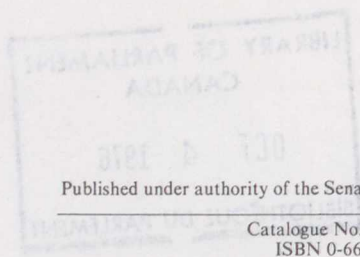
Report of the
Standing Senate Committee
on Agriculture

KENT COUNTY
CAN BE SAVED

An Inquiry into the Agricultural Potential
of Eastern New Brunswick

Chairman: The Honourable Brian Angus

Deputy Chairman: The Honourable Anne C. Kirkpatrick



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MEMBERSHIP OF THE COMMITTEE

(As of August 3, 1976)

THE STANDING SENATE COMMITTEE ON AGRICULTURE

The Honourable Hazen Argue, *Chairman*

The Honourable Hervé J. Michaud, *Deputy Chairman*

and

the Honourable Senators:

Argue	Hays	Michaud
Blois	Inman	Molgat
Côté	Lafond	Norrie
Flynn (<i>Ex Officio</i>)	Macdonald	Perrault (<i>Ex Officio</i>)
Fournier	McDonald	Sparrow
(<i>Restigouche-Gloucester</i>)	McElman	Williams
Greene	McGrand	Yuzyk
Haig	McNamara	

(*Quorum 5*)

Note: The Honourable Senators Bélisle, Benidickson, Lawson, Petten, Phillips, Prowse, Quart and Welch also served on the Committee.

ORDERS OF REFERENCE

(First Session—29th Parliament, 1973-74)

Extract from the Journals of the Senate, February 22, 1973:

“Pursuant to the Order of the Day, the Senate resumed the debate on the motion of the Honourable Senator Argue, seconded by the Honourable Senator Lafond:

That the Standing Senate Committee on Agriculture be empowered, without special reference by the Senate, to examine, from time to time, any aspect of the agricultural industry in Canada.

After debate,

With leave of the Senate, and—

On motion of the Honourable Senator Argue, it was—

Ordered, That the motion be modified by substituting a colon for the period after the word “Canada” and adding thereto the following:

provided that no special expenses shall be incurred by the Committee without specific authorization by the Senate and full compliance with Rule 83A, and that all Senators shall be notified of any scheduled meeting of the Committee and the purpose thereof and that it report the results of any such examination to the Senate.

The question being put on the motion, as modified, it was—

Resolved in the affirmative.”

Robert Fortier
Clerk of the Senate

* * * * *

Extract from the Journals of the Senate, March 28, 1973:

“The Honourable Senator Argue moved, seconded by the Honourable Senator Lafond:

That the Standing Senate Committee on Agriculture which was empowered by the Senate on 22nd February 1973, without special reference by the Senate, to examine, from time to time, any aspect of the agricultural industry in Canada: provided that no special expenses shall be incurred by the Committee

without specific authorization by the Senate and full compliance with Rule 83A, and that all Senators shall be notified of any scheduled meeting of the Committee and the purpose thereof and that it report the result of any such examination to the Senate, have power to engage the services of such counsel, staff and technical advisers as may be necessary for the purposes of any such examination; and

That the Committee, or any sub-committee so authorized by the Committee, may adjourn from place to place in Canada for the purposes of any such examination.

The question being put on the motion, it was—

Resolved in the affirmative.”

Robert Fortier,
Clerk of the Senate

* * * * *

(Second Session—29th Parliament, 1974)

Extract from the Journals of the Senate, March 28, 1974:

“With leave of the Senate,

The Honourable Senator Argue moved, seconded by the Honourable Senator Lafond:

That the Standing Senate Committee on Agriculture be empowered, without special reference by the Senate, to examine, from time to time, any aspect of the agricultural industry in Canada; provided that all Senators shall be notified of any scheduled meeting of the Committee and the purpose thereof and that the Committee report the result of any such examination to the Senate.

After debate, and—

The question being put on the motion, it was—

Resolved in the affirmative.”

Robert Fortier
Clerk of the Senate

* * * * *

Extract from the Journals of the Senate, April 8, 1974:

“With leave of the Senate,

The Honourable Senator Langlois moved, seconded by the Honourable Senator Martin, P.C.:

That the Standing Senate Committee on Agriculture which was empowered by the Senate on 28th March, 1974, without special reference by the Senate, to examine, from time to time, any aspect of the agricultural industry in Canada;

provided that all Senators shall be notified of any scheduled meeting of the Committee and the purpose thereof and that the Committee report the result of any such examination to the Senate, have power to engage the services of such counsel, staff and technical advisers as may be necessary for the purposes of such examination,

That the Committee have power to sit during adjournments of the Senate.

After debate, and—

The question being put on the motion, it was—

Resolved in the affirmative.”

Robert Fortier,
Clerk of the Senate.

* * * * *

(First Session—30th Parliament, 1974-75-76)

Extract from the Minutes of the Proceedings of the Senate, October 29, 1974:

“The Honourable Senator Argue moved, seconded by the Honourable Senator Yuzyk:

That the Standing Senate Committee on Agriculture be empowered, without special reference by the Senate, to examine, from time to time any aspect of the agricultural industry in Canada; provided that all Senators shall be notified of any scheduled meeting of the Committee and the purpose thereof and that the Committee report the result of any such examination to the Senate.

That the Committee have power the engage the services of such counsel, staff and technical advisers as may be necessary for the purposes of such examination; and

That the Committee have power to sit during adjournments of the Senate.

The question being put on the motion, it was—

Resolved in the affirmative.

Robert Fortier,
Clerk of the Senate.

Extract from the Minutes of the Proceedings of the Senate, July 6, 1976:

“The Honourable Senator Argue moved, seconded by the Honourable Senator Bell:

That the Standing Senate Committee on Agriculture be authorized to publish and distribute its report on Kent County, New Brunswick, as soon as it becomes available, even though the Senate may not then be sitting.

The question being put on the motion, it was—

Resolved in the affirmative.”

Robert Fortier,
Clerk of the Senate.

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PREFACE

The following report is the conclusion of a study made by the Standing Senate Committee on Agriculture on the present situation and the opportunities facing agriculture in Kent County, New Brunswick. The study was launched in Moncton in June, 1973, in the form of a public inquiry where for three days the committee listened to the trials and grievances of the farmers of Kent and the views of other interested parties.

The concluding report has not been written for government agencies: it has been written for the people of Kent County to whom we are so indebted for their support.

"It is these same people and their descendants who have been living in Kent County for nearly 200 years. The Acadians are the descendants of the first immigrants who came to this county at the birth of the colony. The first Acadian parishes of Kent County, such as Grande Digue, Cocagne, Bouctouche, St. Louis and Richibucto Village received their first settlers well before 1800.

The Acadians were ably supported by their English-speaking compatriots in their efforts to open and develop the area. The villages of Rexton and Richibucto saw the first English-speaking citizens to settle in the central part of the area. These two villages also were founded nearly 200 years ago.

These Canadian citizens of different origins collaborated wholeheartedly because they all felt in their own hearts they were thus serving their country through the only means available to them, namely breaking and cultivating the land which enabled them to feed their own children and the other citizens. And it is this common heritage, so difficult in the making, that people would give back to the forest without any further consideration, forcing the rightful owners of the land consequently to give up an equity that quite often has only come about through nearly two centuries of hard work. That must not be".¹

It is to these people, the people of Kent, that this report is dedicated.

¹ Extract of a speech made by Senator Hervé J. Michaud in the Senate, on February 2, 1971.

INTRODUCTION

It is important to all Canadians that the future of Kent County be bright and prosperous, that successful development programs be embarked upon so that the people of Kent are able to receive both economic and social reward for their continuing contribution to the Canadian way of life. For, it is these 26,000 inhabitants of Kent County that represent the plight that has been inflicted upon so many people in similar situations in Canada. Kent County represents the struggle of the rural community in Canada to survive the infectious "big is best" attitude that permeates Canadian society. And hence, Kent County not only represents the plight of rural Canada: it is Rural Canada. From British Columbia, across the Rockies to the spreading Prairies, in the shadow of the bright lights of Ontario and Quebec to the less densely populated Maritime provinces, there are many Kent Counties.

Since Kent County is so typical of many rural areas, it is representative of the plight of rural Canada at a time when society's priorities tend to ignore the potentials of the rural areas. Because it represents all of rural Canada, Kent County must be saved! Thus, the publication of "Kent County Can be Saved!" This present report deals with the resources of Kent, the land, the climate, and the people. It deals with opportunities that can be acted upon to help Kent move back into the sound economic and social environment that once was characteristic of the region. The opportunities for development in Kent are many. Although this report discusses exclusively the opportunities facing agriculture and the role of agriculture in the future of Kent, it also recognizes the important role that has and must once again be played by the forestry and fishing industries in Kent County.

The opportunities are there, the resources are there. Kent's most important resource, its people, can and must continue their work towards the future development of Kent. This report has been written for these people for without their support, nothing is possible and with it, all is possible. It is hoped that governments will recognize this and work with the people of Kent to achieve the potential of so rich a land. For if Kent County fails, we as Canadians fail. The very basis of what makes our country so rich is lost. We as Canadians must not allow Kent County and rural Canada to disintegrate before our eyes. The struggle must continue and Canada must win!

ACKNOWLEDGEMENTS

The three year task of holding inquiries, researching, writing and printing "KENT COUNTY CAN BE SAVED" has established a long list of individuals and organizations who have played an important role in the completion of this task.

Over this period many Senators have served on the agricultural committee, to whom we are most grateful for their continued support and diligent work. A special thank you must go to Senator Hervé J. Michaud who has been dedicated in his effort to see the real story of Kent told.

The committee is most appreciative to all those individuals who appeared before it either in Moncton or Ottawa, and without whose support, this work could never have been completed. To all other private individuals and government representatives who provided input—we are most appreciative.

Throughout the study, the committee was most ably supported by Mrs. A. Pritchard, the Clerk of the Committee, whose dedication and diligent work ensured the meeting of many deadlines.

The committee was fortunate to be supported by a most able team of researchers composed of Mr. Albert F. Chambers, Research Director of the Agricultural Committee and Mr. L. Christie of the research staff of the Parliamentary Library, and at a later date, Mr. T. Curren of the Parliamentary Library research staff. The final report was coordinated by agricultural consultant Mr. P. L. Appleton of P. L. Appleton & Associates, assisted by Miss C. Fortier.

Unfortunately, it is not possible to individually thank all those who helped out in many ways at many difficult times. Their help was invaluable.

Hazen Argue
Chairman

Chapter I

THE STORY OF KENT COUNTY

Kent County lies on the eastern seaboard of New Brunswick, a roughly triangular tract of land of approximately 1,741 square miles. Today, the region is largely covered by second-growth forest interspersed with scattered areas of farmland. To the east of Kent County, across the Northumberland Strait, lies Prince Edward Island. In common with the latter, Kent County possesses a rich resource in attractive beaches.

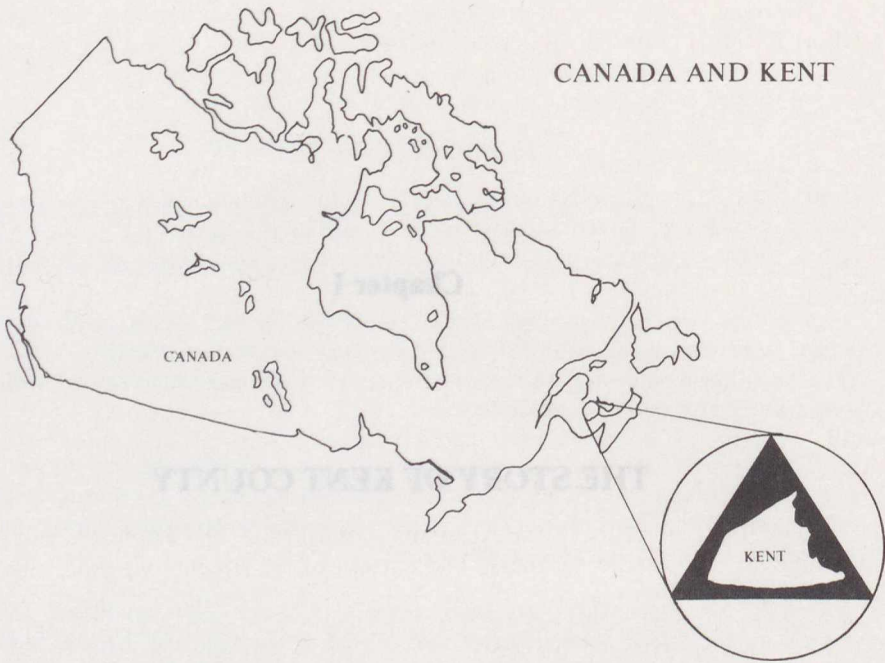
The History of Kent County

As one of the oldest settled areas in New Brunswick, Kent County has a long and interesting history. The three great racial entities of Canada are represented in the colorful tapestry that comprises the history of the region.

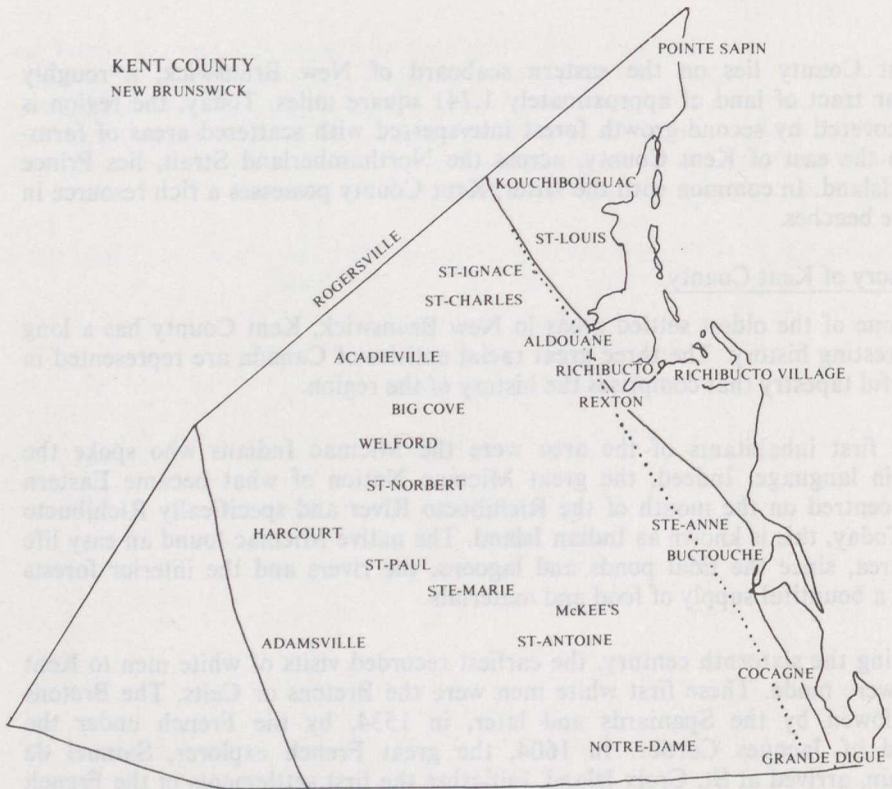
The first inhabitants of the area were the Micmac Indians who spoke the Algonquin language. Indeed, the great Micmac Nation of what became Eastern Canada centred on the mouth of the Richibucto River and specifically Richibucto Island. Today, this is known as Indian Island. The native Micmac found an easy life in this area, since the tidal ponds and lagoons, the rivers and the interior forests provided a bountiful supply of food and materials.

During the sixteenth century, the earliest recorded visits of white men to Kent County were made. These first white men were the Bretons or Celts. The Bretons were followed by the Spaniards and later, in 1534, by the French under the command of Jacques Cartier. In 1604, the great French explorer, Samuel de Champlain, arrived at St. Croix Island, initiating the first settlements of the French in little fishing villages along the coast of Kent County. The Jesuits established the first religious institutions in the region. What is now Richibucto was the eventual site of the first Jesuit mission in 1646.

CANADA AND KENT



KENT COUNTY NEW BRUNSWICK



The year 1684 witnessed the establishment of the first seigniory in Kent County at Fort Richibucto on Richibucto Island. Louis d'Amour, Sire of Chauffour, owned the seigniory and his domain extended from the Kouchibouguac River to the Cocagne River, a domain covering some 7,000 acres.

Although the French dominated the European migration into Kent during this period, through the establishment of small fishing settlements along the coast, a few Irish and Scots had started to arrive in 1611. As the population of Europeans, mainly French, increased, several new seigniories were established until 1755, uninterrupted by the English-French conflicts in the New World during the period 1710-1755.

In 1755, however, Major Charles Lawrence demanded the expulsion of all Acadians who would not swear allegiance to England. The resultant dramatic change in events left the small Acadian settlements in total poverty and disarray until the early 1760's when the Acadians again began to settle along the coast of Kent.

Soon after the return of the Acadians in the 1760's, the English began to arrive in Kent County in large numbers. The pattern of settlements was radically altered from the pattern of the past with the Acadians squeezed into settlements near the sea, while the English occupied the fertile agricultural lands in the interior.

In the 1800's, the English industrial thrust created economic problems for the Acadians who increasingly found themselves exploited as a source of cheap labour by traders and manufacturers who developed the natural resources of the area. Most notable during this phase were the Jardine brothers, John and Robert, who came from Scotland at the start of the nineteenth century and founded three companies, one for timber exports, one for fish exports and a third for the construction of ships. These industries formed the basis of the Rexton economy from 1819 to 1884 when steel and steam suddenly replaced wood and sail in the shipping industry. Then, the buoyant industrial enterprise died.

Although these decades of English domination of Kent County were a black period for the Acadians, and produced an unbalanced economic development of the region, these years witnessed the emergence of a great man, the Abbé Belcourt. This priest was aware of the economic exploitation of the Acadians and consequently promoted the Acadian settlements along the Buctouche and Chockpish Rivers. One result was the development of thriving agricultural communities such as Ste. Marie, Ste. Anne, St. Paul and St. Antoine.

With the collapse of the timber and shipbuilding industries, many English families left Kent for the burgeoning industrial centres of Ontario. The Acadians, however, had neither the necessary money nor the skills to compete outside the Kent region. Instead, they remained in the region and continued to settle along the coast of the county and, with the departure of the English, in the interior as well. Their movement inland principally followed the courses of the major river systems. The Acadian population continued to grow as a result of a high natural growth rate. Immigration into Kent County had suddenly ceased in the mid-nineteenth century. Settlement of various locations throughout the county continued until the beginning of the present century.

Population Characteristics of Kent County

The population of Kent County continued to increase through the nineteenth and into the twentieth century. However, after 1891 the population grew slowly. In that year, there were 23,845 inhabitants of Kent County; by 1976, the total number had risen only to 26,200. In fact, the population had declined between 1956 (the peak year) and 1969. Now the trend has been reversed, with a small population increase being recorded over the last several years. This has come about largely as a result of the growth of the largest villages, particularly Richibucto, Cocagne and Buctouche.

Emigration from Kent County, as a reaction to depressed economic circumstances, had begun at least as early as 1921. For example, from 1921 to 1956, some 80 percent of the natural growth of the Kent population apparently left the county. This out-migration has been especially characteristic of rural Canada since the end of World War II as young people, especially, moved to urban industrial centres. The majority of these emigrants would appear to have been in the 15-24 year age group. The result of this movement has been to create an imbalance in the population makeup of Kent County. Thus, more than 60 percent of the inhabitants are either under 14 years or over 60 years of age. The loss of so many young people, on whose shoulders rests the future prosperity of the area, has naturally had a negative effect upon the economic and social well-being of the County.

As would be expected from its historical development, the population of Kent County today is overwhelmingly French (Acadian), with about 81 percent of the people belonging to this group. Another 15 percent are of English descent, and the remainder are descendants of the once-dominant Micmac Indian Nation. This last group today lives on the Big Cove Reservation on the Richibucto River and the smaller Indian Island Reservation.

Linguistically, 35 percent of the County speak French only. Among the agricultural population, this proportion rises to about 60 percent. Fifteen percent of the population speak English only; about 50 percent of the total population are bilingual. Clearly, the bilingual residents of Kent are found among the Acadian population.

The population of Kent County today is largely found in 22 communities. These range in size from about 300 inhabitants in the smallest villages to more than 3,200 in the largest, Buctouche. Although the County is almost entirely rural in character, it has two major highways. Also, and very important in terms of a market for agricultural produce, the southern part of the County is only 20 miles from the city of Moncton, a growing urban centre of some 94,000 people with an expanding industrial base.

Education

Compared to urban areas, the formal educational level of Kent County residents is low but is however about the same as or above that in other rural areas of Canada. Statistics obtained in the 1971 Canadian Census show that educational standards in the County have been improving in recent years. Thus, while only 13.3 percent of

those adults 65 years and older in 1971 had attained a Grade 8 education, the comparable figure for the 20-34 age group was 34.3 percent. Clearly, however, there is a need for improved educational levels in the County, particularly for the farm sector of the population. Today's farming economy requires that farm operators be able to attain relatively sophisticated technical and managerial skills in order to become and remain competitive.

Industry

Agriculture in Kent County has, today, declined greatly from the prosperous industry of the late 19th and early 20th centuries. Although some 17 percent of the heads of households are farmers, 80 percent of these live on subsistence farms and could not be considered commercial operators. The agricultural resource remains, but today it suffers from neglect.

Fishing has also deteriorated in the County and is heavily subsidized by the government. The picture is not very much brighter in other industries and service enterprises. In total, the manufacturing sector in Kent employs only 300 workers earning the lowest wages in the province. Predictably, the service sector, largely employed by some division of government, is the dominant economic entity, accounting for almost one-half the total number of enterprises.

Unemployment statistics for the County are similar to those in other rural areas. On a yearly average, it is 40 to 50 percent higher than for the province as a whole with a high seasonal component. Family allowances, old-age pensions, unemployment insurance benefits and welfare payments account for about one-fifth of all income in Kent County.

The History of Agriculture in Kent County

Kent County is different today from the prosperous days of its past. A large amount of cleared and improved farmland has been lost since the peak year of 1911. The residents of Kent County today, as in so many other rural areas of Canada, remember well the better times of the past. They can remember when the county had a strong economic base in agriculture, forestry and fishing. But times have changed.

Essentially, there have been four main periods in the agricultural history of Kent County. The period up to 1861 can be termed the pioneer period; from 1861 to 1911 agricultural lands continued to expand. From 1911 to 1941, the less productive land was retired from agriculture, resulting in a significant loss of total agricultural acreage and subsistence agriculture became more common. Since 1941, there has been a large scale abandonment of agricultural land. Since 1911, Kent has lost 259,000 acres of total farmland, the bulk of this loss occurring in the two decades between 1951 and 1971.

The problems facing Kent County are the problems facing rural Canada. The new age has come with its industrialization and commercialization. Large urban areas have developed by accident and design. This process has required large amounts of capital and human resources, leaving little for the development of Kent and similar counties across Canada.

One observer has summarized the decline in agriculture by stating that "farm-land abandonment is taking place because the traditional mixed livestock economy, as practiced in the area, has not provided satisfying farm incomes". As a result, more and more farmers in the county have found it necessary and desirable to take on alternative employment in other occupations in order to maintain an acceptable living standard. This practice, while wholly understandable, has inevitably accelerated the abandonment of the agricultural enterprise. As a result, few farms in Kent County today are being operated on a full-time basis; small-scale, part-time, and residential farms have thus become the rule rather than the exception.

The Future

Clearly, the problems facing agriculture in Kent County are similar to those facing many parts of rural Canada. Such areas as Kent County with their once-strong economic base in agriculture, forestry and fishing have made tremendous contributions to the development of our country, Canada. But has this contribution ended? The Standing Senate Committee on Agriculture feels this is not so. Canada needs a prosperous, healthy rural environment if we are to continue to enjoy the benefits of this society. With an enlightened approach, Kent County and the many rural areas like it can once again become a healthy part of the Canadian economic base.

It is with this belief that this committee has studied the future of Kent County and has determined that YES, Kent County Can be Saved.

Chapter II

WHAT CAN KENT COUNTY GROW?

An evaluation of the agricultural potential of any area must focus on the two essential physical parameters, soil and climate. If both are found to be adequate in terms of specific crops, then a fair estimation of the production potential can be made. This chapter takes a close look at the soil and climatic resources of Kent County to see which crops can be grown in the region. Information gathered is encouraging from an agricultural standpoint since the area shows a good growing season, a good climate and plenty of arable land.

Soil Resource

The total area of Kent County is 1,114,643.2 acres. Of this total, 30.5 percent is class 3 land and 41.4 percent is class 4. Both soil classes are regarded as suitable for a range of crops and, although they have certain limitations which restrict the range, can be made above average to highly productive under modern cultivation and management practices. There are no class 1 or 2 soils in the County.

In 1971, Kent County was found to have approximately 86,000 acres of total farmland, including in that figure about 33,000 acres of improved land. It is however only a small fraction of the total potential farmland. Kent County has more than 800,000 acres of potential arable land that could, if cleared and properly managed, support a variety of crops. In addition, there are almost 90,000 acres of marginal (class 5) land which are quite suitable for the production of perennial forage and for certain special crops such as blueberries which thrive on lower class soils. Thus, the 86,000 acres of total farmland recorded in 1971 represent less than 11 percent of the total potential arable land available.

Three important factors must be noted in this analysis, however. The first is that much of the potential arable land remains under forest cover and is not easily converted to cropland. Second, with the rate and scale of farm abandonment recorded in the past several decades, much of the formerly cleared land area is being lost again to bush and forest growth.

The final point has already been mentioned. Class 3 and 4 soils have good potential for agriculture, but such soils are beset by various difficulties. The most common problems are associated with the geological history of the region. Of the total acreage, about 85 percent of the soils are classed as podzols. Such soils are typically low in fertility and acid in nature. This does not, by any means, exclude them from agriculture. With suitable fertilization and application of lime they can, and have been, made very productive.

Some common problems with Kent County soils include a soil structure often characterized by low water-holding capacity which can result in drought conditions when rainfall is below normal level; and excess water, often due to poor drainage conditions in the sub-soil or to moderately undulating lowland plain characteristics. However, with modern cultivation and irrigation methods, these problems can be overcome and productive soils for agriculture can be created and maintained.

Kent County possesses two extensive specific soil groups which are especially valuable in agriculture. The first consists of organic soil, or peat bogs (soil class 0), principally located in the northwestern interior part of the County and also in the northeastern region. In total, these amount to some 78,000 acres. With proper drainage and suitable fertilization these soils provide an excellent medium for high-value vegetable crops, especially onions and carrots. The peat soil is easy to work and, since it is dark, it efficiently retains heat during the summer.

Along the Northumberland Strait, especially, there are significant acreages of well-drained sandy loam soils. If properly managed, these soils can produce a variety of high-value crops, particularly tobacco. As will be seen later in this chapter, this region is also favoured by a climate for agriculture that is equal to the best in Atlantic Canada.

In conclusion, it can be stated emphatically that Kent County possesses soil resources, actual and potential, that are very suitable for agriculture. These soils do have certain restrictions, but these are of a nature that can be readily overcome by a combination of determined work and modern agricultural technology.

The Climate for Agriculture

The climate of Kent County is a modified continental type, typical of the Maritime area in general. The climate is primarily determined by the general easterly movement of air masses from the interior of Canada modified by frequent influxes of moist Atlantic air. This latter influence is particularly noticeable near the coast. The influence of the ocean air tends to produce welcome mild spells in the winter and cool, foggy periods in the summer. However, the Northumberland Strait area of Kent County is exceptional, having only ten foggy days a year on average.

Precipitation in Kent County is typical of the Maritime area and is favourable for a range of crops.

Temperature

Both coastal and interior regions of Kent County have 2,700 degree days¹, only marginally lower than the 2,750 degree days for Prince Edward Island. In respect of heat measured on this scale, Kent has as favourable a climate as any other area of the Maritime region.

Another useful measure of the climate for agriculture is the length of the growing season, measured as the average number of frost-free days. In coastal Kent, the last frost of Spring occurs, on average, around May 31 and around June 5 in the

1) Degree days are calculated by combining the growing period in days with mean temperatures above 42°F.

interior. The first frost in the Fall occurs, on average, around September 25 on the coast and a week to ten days earlier as one moves into the interior of the county. Thus calculated, the growing season in Kent County averages 130 days for a narrow strip on the Northumberland Strait, 120 days for the eastern two-fifths of the County, and 110 days for the interior. This growing season is quite suitable for a range of crops. Coastal Kent is particularly favourable, approximating the conditions found on Prince Edward Island and in the Annapolis Valley of Nova Scotia.

It is also important to consider the soil temperatures found in a potential agricultural area. Measurements made at Rexton and at Moncton clearly indicate that soil temperatures in the County are quite suitable for the germination of seeds of most crop plants. The minimum temperature requirement for crops is around 40°F. By May, Kent's soil temperatures are in the high 40's on average, placing no restrictions on crop production in Kent, as measured by this parameter.

Precipitation

The average May to September rainfall is a useful statistic as a measure of moisture in the main part of the growing season of an area. Within the context of the Maritime area, the recorded rainfall in Kent is typical, with the exception of the interior of the County. At an average of 17 inches, this latter area has more precipitation than many areas of the Maritimes. This can, and does, cause problems of wet soil conditions, especially in the Spring and Fall during planting and harvest, although proper drainage may somewhat alleviate the problem. Elsewhere in the County, the amount of precipitation during the growing season places no restrictions on crop production.

To summarize the information on the climate of Kent County in agricultural terms, the region can be seen as divided into two unequal zones. About one-third of the County, embracing the coast and a wide strip of land to the west, is classified in the same category as all of Prince Edward Island and the Annapolis Valley around Kentville, Nova Scotia. Clearly this is a very good climatic area for the production of crops, the more so considering the available acreages of sandy loam soils in the coastal region. The interior two-thirds of the County are, however, less well-favoured for agriculture but are by no means unproductive. In this region, the major problem is surplus moisture, a common difficulty throughout much of the Maritime area with the exception of Prince Edward Island, the coastal area along the Northumberland Strait, the Annapolis Valley, and part of the Saint John Valley above and below Fredericton.

Crop Production Possibilities

A careful consideration of Kent County's soil types and various climatic characteristics and of the requirements of many crop species leads to the conclusion that the region can profitably grow an impressive variety of field crops, fruits and vegetables.

Among the field crops suitable for the county are wheat, oats, barley, rye, mixed grains, buckwheat, field peas and beans, tame hay and other fodder crops, potatoes, tobacco, and sugar beets. Indeed, in past years when Kent County was a thriving agricultural area, most of these crops were grown there successfully.

The list of suitable vegetable crops is just as impressive. It includes asparagus, beans, beets, broccoli, cabbage, carrots, celery, cucumbers, green peas, lettuce, onions, sweet corn, tomatoes and turnips. Again, the scientifically evaluated potential of Kent County merely reflects the recorded agricultural history of the region: virtually all of these crops have been successfully grown in Kent within the last 25 years.

Small fruits such as strawberries, cranberries, raspberries and blueberries have been successfully grown in Kent County as have apples, pears, plums and prunes, peaches, and cherries. The major limitation for tree fruits would be low winter temperatures. Therefore, tree fruits would be largely restricted to the warmer coastal part of the county. While on the subject of trees, it can also be noted that maple syrup and maple sugar have also been successfully produced in Kent County, and the land and climate resources are present to support an increased production of this crop also.

Kent County 1951 Revisited

The potential future of agricultural production in Kent County is limited only by the availability of sufficient land and capital to realize the present possibilities. However, what is technically feasible is not always practical. In talking of immediate potential in Kent County, we can be realistic if one only wishes to re-establish some of what already was. Since most of the practical restrictions on reclaiming agricultural land in Kent have to do with much of its return to the natural state under forest, many of these restrictions can be overcome by initially attempting to reclaim land which has not completely returned to forest. In this respect, a renewal of the 1951 land use and agricultural situation is optimistic but also realistic. In 1951, there were some 91,000 acres under cultivation of which some 62,000 were under crops. In 1971, these figures had dropped to 33,000 and 18,000 respectively. It is suggested that there exist in Kent County some 44,000 acres of good agricultural land readily reclaimable for agriculture and food production. Under modern production and management techniques it is expected that above average to highly productive yields could be obtained.

Conclusion

From this study of the physical characteristics of Kent County, it is evident that there are few major limitations on the agricultural potential of the region. Comparing crop requirements with the agronomic factors, one finds that a wide variety of crops can be grown in the County and, indeed, have been produced there in past years. That production has fallen off in the last quarter century is evident but it is equally evident that the potential to increase agricultural production in Kent County is there for the modern farmer using modern agricultural and management techniques. Kent County can once again be made into a productive farming region.

Chapter III

WHERE ARE THE MARKETS?

The New Brunswick market is formed by 675,000 people who spent over 490 million dollars on food products in 1975. The five eastern counties of Kent, Albert, Westmoreland, Northumberland and Gloucester have 42 percent of these consumers whose share of the provincial market in food products amounted to over 200 million dollars. For Kent County, the immediate market opportunity is associated with the fact that all of New Brunswick is, on balance, an importer of most agricultural food products. This situation signifies an existing market within their own region and province. In addition, the farmers of Kent County have potential markets extending to other parts of the Atlantic Provinces and Quebec. There is also a growing market among tourists travelling the highways of eastern New Brunswick and coming to Kouchibouguac National Park within the borders of Kent County. The exploitation of these markets can open up new frontiers for agricultural production and provide new outlets for the sale of farm products. In this way, marketing and farm production are interdependent in the process of agricultural development. Consequently, the development of successful ways of marketing farm products is of great importance to the farmers of Kent County and those associated with their efforts, because of the contribution which that can make to a more profitable farming.

The Market for Food in New Brunswick and Eastern New Brunswick

Value of Food Sold:

The five counties on the eastern seaboard of New Brunswick comprised an estimated total food market of 201 million dollars in 1975. County shares of this total were as follows: Gloucester, \$48 million; Northumberland, \$35 million; Westmoreland, \$90 million; Albert, \$19 million; and Kent, \$13 million. In this total amount for Kent County, the sales of several commodities of greatest interest to area farmers were estimated to be as follows: meat and poultry, \$3.3 million which included \$1.3 million for beef, \$0.9 million for pork and \$0.6 million for poultry; dairy products, \$1.9 million; fruits and vegetables, \$1.8 million which included \$0.6 million for fresh vegetables and \$0.5 million for fresh fruits; fish, \$0.3 million; and eggs, \$0.4 million. Beef sales made up 40 percent of the total for the meat and poultry commodity group which ranked in first place for sales volume. Sales of fresh vegetables represented about 35 percent of the total for all fruits and vegetables which ranked in third place after dairy products. When the sales of each of these several commodities in the five counties are totalled, the following substantial

amounts are obtained: meat and poultry, \$52.2 million which included \$20.9 million for beef, \$14.8 million for pork and \$9.3 million for poultry; dairy products, \$29.4 million; fruits and vegetables, \$28.5 million which included \$9.9 million for fresh vegetables and \$7.9 million for fresh fruits; fish, \$5.2 million; and eggs, \$6.8 million.

For the entire province of New Brunswick, an estimated \$491 million was spent on food in 1975, of which approximately 90 percent was purchased for consumption at home. These sales were distributed among the main farm products as follows: meat and poultry, \$127.5 million which included \$51.1 million for beef, \$36.1 million for pork and \$22.8 million for poultry; dairy products, \$71.8 million; fruits and vegetables, \$69.7 million which included \$24.1 million for fresh vegetables and \$19.2 million for fresh fruits; and eggs, \$16.7 million. These estimates show that there is a substantial market for farm products in the five eastern counties and in the province.

Quantity of Food Sold:

The five counties of eastern New Brunswick comprise a significant market for food products in terms of the quantity of food consumed by the resident population of the region. In 1975, meat and poultry were consumed in the following quantities: beef, 26.2 million pounds; pork, 16.5 million pounds; veal, 0.8 million pounds; lamb, 1.1 million pounds; chicken, 10.3 million pounds; and turkey, 2.8 million pounds. The quantity of eggs sold was 5.5 million dozen. About 228 million pounds of milk and dairy products (in terms of milk) were sold and consumed. The quantity of fruits consumed in various forms (fresh, canned, frozen, etc.) was 58.2 million pounds which included about 32 million pounds of fresh fruits. Consumption of apples in all forms amounted to 10.5 million pounds, while 6.6 million were fresh. For all forms of vegetables, excluding tomatoes and potatoes, the amount consumed was 33 million pounds which included about 22 million pounds of fresh vegetables. In addition, 19 million pounds of tomatoes (3.4 million fresh) and 45 million pounds of potatoes were consumed.

Kent County had a substantial share in the eastern New Brunswick market. The quantities of meat and poultry consumed in the county were represented by 2.4 million pounds of beef, 1.5 million pounds of pork, 104 thousand pounds of lamb, 78 thousand pounds of veal, 936 thousand pounds of chicken and 260 thousand pounds of turkey. About 503 thousand dozen eggs were sold. The total consumption of milk and dairy products amounted to about 21 million pounds in terms of milk. All forms of fruits totalled 5.3 million pounds of which 2.9 million pounds were fresh fruits. Sales of apples were 606 thousand pounds. Consumption of all forms of vegetables, excluding tomatoes and potatoes, totalled 3 million pounds of which two-thirds were fresh vegetables. The quantities of tomatoes sold were 1.7 million pounds, and of potatoes, 4.1 million pounds. Consideration of the volume of food consumption in Kent County and eastern New Brunswick identifies this region as an important food market for the producer and businessman.

CONSUMPTION OF FOOD BY RESIDENTS OF NEW BRUNSWICK, EASTERN NEW BRUNSWICK AND KENT COUNTY, 1975

	NEW BRUNSWICK	EASTERN NEW BRUNSWICK	KENT COUNTY
	(000 lbs)	(000 lbs)	(000 lbs)
Dairy Products (in terms of milk)	538,650	227,669	20,748
Eggs ⁽¹⁾	19,575	8,274	754
Beef	62,100	26,248	2,392
Pork	39,150	16,547	1,508
Veal	2,025	856	78
Lamb	2,700	1,141	104
Chicken	24,300	10,271	936
Turkey	6,750	2,853	260
Fruits (total)	137,700	58,201	5,304
Fresh Fruits	75,600	31,954	2,912
Apples	15,741	6,653	606
Vegetables (total) ⁽²⁾	78,300	33,095	3,016
Fresh Vegetables ⁽²⁾	51,300	21,683	1,976
Potatoes	106,650	45,077	4,108
Tomatoes	8,100	3,424	312

⁽¹⁾ Eggs, in thousand dozens: New Brunswick, 13,050; Eastern New Brunswick, 5,516; Kent County, 503.

⁽²⁾ Excludes potatoes and tomatoes.

In 1975, consumers throughout New Brunswick purchased 62 million pounds of beef, 39 million pounds of pork, 2.7 million pounds of lamb and 2 million pounds of veal. In addition, they consumed over 24 million pounds of chicken and 6.7 million pounds of turkey. Some 13 million dozen eggs were consumed by residents of the province. Dairy products and milk amounted to 539 million pounds. The consumption of fruits totalled 138 million pounds of which 75.6 million pounds were fresh fruits. That total amount for fruits also included 24.8 million pounds of apples of which 15.7 million were fresh. Consumers of the province purchased over 78 million pounds of vegetables including 51.3 million pounds of fresh vegetables. In addition, the quantities of tomatoes and potatoes sold were 45.2 million pounds (8 million fresh) and 106.6 million pounds respectively. This volume of demand for all of these commodities offers a very substantial market to the food entrepreneur.

Tourist Food Market

A large increase in the number of tourists to Kent County and eastern New Brunswick is expected to occur as a result of the establishment of Kouchibouguac

National Park. A recent study of tourism in Kent County, by Gauthier, Poulin, Thériault et Associés, estimated that tourist expenditures in the county will be about 6.62 million dollars in 1976 and will rise likely to 18.45 million dollars in 1984. It was also estimated that some 21 percent of that amount would be spent on food in restaurants and another 11 percent on food in retail stores. In 1976 in Kent County alone, it is expected that tourists will spend some 1.4 million dollars in restaurants and about three-quarters of a million dollars in retail food stores. When these sales are distributed among various food products, it is estimated that about 610 thousand dollars will be spent on meat and poultry, 343 thousand dollars on dairy products, 80 thousand dollars on eggs, 61 thousand dollars on fish, and some 333 thousand dollars on fruits and vegetables. In addition to regular expenditures by residents, the tourists coming to Kent County in 1976 will spend about 2.1 million dollars on food and, in 1984, probably 5.9 million dollars. That volume of tourist food expenditure in 1976 represents an additional market for food of about 17 percent of the local market.

In terms of quantity of food, present tourist market sales would represent an increase beyond resident food consumption of 395 thousand pounds of beef, 249 thousand pounds of pork, 154 thousand pounds of chicken and 3.4 million pounds of milk. Sales of eggs would increase by some 82 thousand dozen. The quantity of fish sold would be an additional 60 thousand pounds. There would also be increased sales of fruits and vegetables: apples up by 100 thousand pounds; blueberries up by 2 thousand pounds; strawberries up by 8 thousand pounds; potatoes by 678 thousand pounds; tomatoes by 51 thousand pounds; corn by 28 thousand pounds and lettuce by 69 thousand pounds. Consequently, the tourist trade should be a stimuli for increased agricultural production in Kent County.

Self-Sufficiency in Food Products

There are very few food products produced in the province in which New Brunswick is self-sufficient to the point of supplying the total annual food requirements of its population. Only potatoes, blueberries and strawberries are produced in such quantities to supply both provincial food consumption needs and exports. For many other products, the deficit between total food requirement and the quantity produced shows that farm production in the province is far from supplying the annual food needs of the population.

The largest deficits are in meats and vegetables. In beef, current production is about 28 percent of the quantity consumed annually by the population, which leaves a deficit of some 45 million pounds in New Brunswick, or some 19 million pounds in eastern New Brunswick, to be supplied from sources outside of the province. The deficit in pork is about 27 million pounds for the entire province or some 11 million pounds in eastern New Brunswick. Production of lamb is only 20 percent of the annual quantity consumed which leaves a deficit of about 2 million pounds in the province or 913 thousand pounds in eastern New Brunswick. Throughout the province, deficits also exist for veal, chicken and turkey.

Although accurate production statistics are not available for all vegetables, it is generally recognized that for those vegetables on which figures are available, as well as for many other vegetables, a substantial deficit position exists. In terms of

quantities of fresh produce, some of the largest deficits in the province in 1975, occurred in the following commodities: tomatoes, 7 million pounds; corn, 3 million pounds; lettuce, 10 million pounds; onions, 7 million pounds; celery, 5 million pounds; and peas, 2 million pounds. There were also deficits in apples and raspberries of about 2 million pounds and 259 thousand pounds respectively. In New Brunswick, the seasonality of crop production in fruits and vegetables, together with the length of the storage life of the commodity, may limit the market period to some duration less than a year. For such commodities, production within the province will be concentrated upon a correspondingly smaller portion of the annual deficit. This situation will be considered in some detail in a following section of this chapter. In general, the deficits which exist in food production in New Brunswick should provide opportunities to enterprising entrepreneurs.

Meat and Feed Grain

It has been noted already that, with substantial meat deficits, New Brunswick is a net importer of meat products totalling about 75 million pounds a year of beef, pork, lamb and veal. In eastern New Brunswick, the corresponding imports are 31 million pounds. The present livestock numbers in the province are not nearly high enough to attempt a solution to this deficit in the foreseeable future. Historically, the shortage of high protein feed grains in New Brunswick has prevented the development of livestock production to the extent which would make a greater contribution to self-sufficiency in meat.

In 1974, the total feed grain requirements of the livestock herd in New Brunswick, including poultry, were some 243 million pounds. In the five eastern counties, feed grain requirements totalled 93 million pounds. Under the federal Feed Freight Assistance Program, New Brunswick imported some 222 million pounds of feed grain from Western Canada, during the 1972-73 crop year. The total expenditures for these grains were over 1.3 million dollars. In addition, about 285 thousand pounds of corn were imported from the United States. If New Brunswick is to move toward greater or even total self-sufficiency in meat, the result will be dependent to a large extent upon its ability to produce additional feed grain and forage. Full self-sufficiency in meats, poultry and eggs would require at the present time an additional annual availability of some 384 to 386 million pounds of feed grain. If this amount were added to current imports, then the potential import requirement for feed grain would be about 606-608 million pounds. In order to eliminate the current meat deficit in eastern New Brunswick and achieve self-sufficiency in meat production, an additional 163-164 million pounds of feed grain would be needed. This amount could raise the potential import requirement for the region to about 256 million pounds of feed grain.

In 1971, Kent County had over 4,000 acres in such feed grains as wheat, oats, barley, mixed grain and buckwheat, and an additional 12,000 acres in hay. Historically, during the period 1931-1971, Kent County has had over 29,000 acres in the same feed grains and some 46,000 acres of hay. If 1951 is taken as a base year, the total area under crops was 44,000 acres above the 1971 acreage. There was also an additional 13,000 acres of improved pasture which could be returned to the

production of grain and forage. After careful analysis of the physical attributes of the area, it is suggested that, under modern farming and management practices, an additional 24,000 acres of feed grains and 10,000 acres of hay and forage could be produced on this extended acreage. It is further suggested, based on feed requirements and production capability, that some 12,000 acres be planted in oats, 7,200 acres in barley, 3,000 acres in mixed grain and 1,800 acres in wheat. This would result in additional annual quantities of approximately 44 million pounds of feed grain and 37 million pounds of hay. In feed grain alone, this projected increase of production in Kent County would supply some 20 percent of the current import requirement of New Brunswick or about 48 percent of the feed grain imported into eastern New Brunswick. Furthermore, it would be a start to help the province and the eastern counties on the way toward a realistic level of self-sufficiency in feed grain. For the consumer in New Brunswick, the production of that additional amount of feed grain in Kent County would allow an increase in domestically produced meat of some 5.3 million pounds of beef or 6.7 million pounds of pork or a combination of both of these plus poultry products. One possible combination might include 3.4 million pounds of beef, 2.0 million pounds of pork and 5.5 million pounds of chicken.

Market Period Deficits in Fresh Fruits and Vegetables

Although New Brunswick and eastern New Brunswick are in a deficit position for certain products, it is physically impractical due to the nature of these products to attempt to fill the annual deficit at this time. This applies particularly to fruits and vegetables, since the production season is limited to the summer months and the storage period of these commodities varies from a few days to as much as 10 months. Accordingly, under conventional production systems, the province can expect at best to fill the deficit existing during the "New Brunswick market period". The proportion of the annual requirement consumed during the market period varies from 10 percent for tomatoes to 85 percent for turnips and, in fruits, from 75 percent for apples to 100 percent for raspberries.

Consumption during Market Period

In New Brunswick, some 10 million pounds of corn, 5.6 million pounds of carrots, 3.8 million pounds of lettuce, 3.1 million pounds of onions, 2.2 million pounds of beans, 1.5 million pounds of tomatoes, and possibly some 950 thousands pounds of peas are consumed in the market period as listed in the previous table. The figures for beans, corn, peas and tomatoes are listed in the table as a range from possible minimum to maximum quantities. The lower quantity which estimates the consumption of only the fresh vegetable may be smaller than is actually the case due to limited local availability of the fresh product. Accordingly, since the consumer would likely use the canned and/or frozen product under those circumstances, the consumption of those forms were added to the fresh product to give the upper possible range of consumption for the fresh form of the vegetable if it was available. Although the maximum quantities were quoted above for beans, corn, peas and tomatoes, the actual consumption of the fresh form of these vegetables would likely be somewhere between the minimum and maximum quantities listed. Consumption of fresh fruits was estimated to be about 11.8 million pounds of apples, 1.0 million pounds of strawberries and 297 thousand pounds of raspberries.

**FRESH FRUITS AND VEGETABLES CONSUMED DURING
LOCAL
MARKET PERIOD, NEW BRUNSWICK, 1975.**

Vegetables	Total Consumed (000 lbs)	Total Produced (000 lbs)	Deficit (000 lbs)	Acres Required to Fill Deficit
Asparagus	122	—	122	45
Beans	*605-2,249	96	509-1,740	*212-725
Beets	155	372	surplus	—
Broccoli	556	—	556	110
Brussel Sprouts	110	—	110	12
Cabbage	5,453	5,523	balance	—
Carrots	5,656	2,898	2,758	200
Cauliflower	988	873	115	12
Celery	3,038	—	3,038	79
Corn	*1,995-10,257	1,260	735-8,997	*263-3,213
Cucumber	515	624	balance	—
Lettuce	3,811	225	3,586	797
Onions	3,181	—	3,181	177
Parsnips	94	630	surplus	—
Peas	8-952	—	8-952	*4-476
Potatoes	79,988	995,200	surplus	—
Radish	331	—	331	37
Spinach	219	—	219	35
Tomatoes	*810-1,553	774	36-779	4-91
Turnips	2,771	4,800	surplus	—
Fruits				
Apples	11,806	13,440	balance	—
Blueberries	274	3,836	surplus	—
Raspberries	297	38	259	86
Strawberries	1,073	1,388	surplus	—

*The lower figure represents present fresh consumption based on shortages of supply while the higher figure estimates anticipated consumption should local fresh supplies be available.

During the market period in eastern New Brunswick, the consumption of some main vegetables, as listed in the second table, was as follows: corn, 4.3 million pounds; carrots, 2.4 million pounds; lettuce, 1.6 million pounds; onions, 1.3 million pounds; beans, 950 thousand pounds; tomatoes, 656 thousand pounds; and peas, possibly as much as 402 thousand pounds. Again, the actual quantities of fresh

beans, corn, peas and tomatoes consumed may be somewhat less than the possible maximum amounts just quoted. In this region, consumption of apples was about 4.9 million pounds, strawberries, 454 thousand pounds and raspberries, some 126 thousand pounds. These figures estimate the quantities of fresh vegetables and fruits which local production can presently attempt to fill during the market period for consumption by the resident population.

FRESH FRUITS AND VEGETABLES CONSUMED DURING LOCAL MARKET PERIOD, EASTERN NEW BRUNSWICK, 1975

	Total Con- sumed	Estimated Total Pro- duced	Deficit	Acres Required to Fill Deficit
Vegetables	(000 lbs)	(000 lbs)	(000 lbs)	
Asparagus	52	—	52	19
Beans	*256-951	17	239-934	*100-389
Beets	65	93	surplus	—
Broccoli	235	—	235	46
Brussel Sprouts	46	—	46	5
Cabbage	2,305	842	1,463	55
Carrots	2,391	731	1,660	120
Cauliflower	418	—	418	43
Celery	1,284	—	1,284	33
Corn	*843-4,335	165	678-4,170	*242-1,489
Cucumber	218	55	163	21
Lettuce	1,611	81	1,530	340
Onions	1,344	144	1,200	67
Parsnips	40	—	40	4
Peas	*3-402	6	0-396	*0-198
Potatoes	33,808	23,000	10,808	587
Radish	140	—	140	15
Spinach	92	—	92	14
Tomatoes	*342-656	103	239-553	*28-64
Turnips	1,172	580	592	59
Fruits				
Apples	4,990	1,887	3,103	185
Blueberries	—	—	surplus	—
Raspberries	126	4	122	40
Strawberries	454	321	133	16

*The lower figure represents present fresh consumption based on shortages of supply while the higher figure estimates anticipated consumption should local fresh supplies be available.

In Kent County, market period consumption of corn was estimated to be between 77,000 and 395,000 pounds, in the range of 23,000 to 87,000 pounds of beans, and 300 to 37,000 pounds of peas. Consumption of some other main vegetables was 218,000 pounds of carrots, 147,000 pounds of lettuce and 122 thousand pounds of onions. By comparison, the larger market available in the eastern counties and in the province offers much more scope to enterprising producers.

Production Deficits and Acreage Potential

New Brunswick:

In 1975, New Brunswick recorded production of beans, beets, cabbage, carrots, cauliflower, corn, cucumber, lettuce, parsnips, potatoes, tomatoes and turnips as given in the preceding table for the entire province. It is also known that substantial quantities of other vegetables such as brussels sprouts, onions and peas are grown, but production figures are not available. Undoubtedly, the accuracy of the production and consumption figures of fruits and vegetables is important in estimating deficits in production. The market channel for the product is also important. A significant percentage of New Brunswick's fruit and vegetable production is on contract with processors and is not intended to reach the fresh market. Production figures on those commodities are not known. Consequently, in order not to over-estimate the deficit position of fruits and vegetables, the total New Brunswick recorded production was taken as going to the fresh market. Although the quantity of such production going to that market is likely somewhat less than the total recorded amount, the assumption used here tends to reduce the estimated deficit.

The province is in a deficit position for most vegetables. There is a deficit of up to 9 million pounds of corn, up to 1.7 million pounds of beans, and up to 952 thousand pounds of peas and 779 thousand pounds of tomatoes. The estimated deficits for some other vegetables are listed in the preceding table for New Brunswick as follows: carrots, 2.7 million pounds; lettuce, 3.5 million pounds; celery, 3.0 million pounds; and onions, 3.1 million pounds. In 1975, the production of cabbage, cucumber and apples appeared to be in balance with consumption requirements for the province. A deficit of 259 thousand pounds was estimated for raspberries.

Eastern New Brunswick:

In eastern New Brunswick, a similar deficit position exists for many vegetables and some fruits. Since actual recorded production figures were not available for the five counties of this region, the total production was estimated from known provincial yields for each commodity in 1975 and an estimate of their likely acreages from the 1971 Census of Agriculture. Accordingly, deficits listed in the second preceding table for eastern New Brunswick were as follows: corn, up to 4.1 million pounds; carrots, 1.6 million pounds; lettuce, 1.5 million pounds; onions, 1.2 million pounds; celery, 1.2 million pounds; beans, up to 934 thousand pounds; tomatoes, up to 553 thousand pounds; and peas, possibly as much as 396 thousand pounds. It might be

noted for potatoes that, although the province produces a large surplus of this crop relative to consumption needs, the eastern New Brunswick region does not produce all of its own requirements as indicated by a possible deficit of 10.8 million pounds. Several other vegetables listed in the table had deficits within the region. For a few of these vegetables, notably parsnips, turnips, cabbage and cucumber, total provincial production was presently in a surplus or balance position relative to market period consumption. In fruits, there were deficits of 3.1 million pounds of apples, 133 thousand pounds of strawberries, and 122 thousand pounds of raspberries. Although the production of apples and strawberries for the entire province was somewhat in excess of market period consumption, that situation in these fruits and also in certain vegetables may not affect the regional deficit if much of the extra production of these crops is sold in other markets than eastern New Brunswick.

Acreage Potentials:

When these production deficits are converted into additional acreage requirements, a local additional production need is indicated for nearly 4,000 acres of vegetables and 86 acres of fruits in the province. Corn leads in acreage requirements with about 1,738 acres at the mid-point of the market deficit range, lettuce at 797 acres, beans at 468 acres and peas at 240 acres in the middle of the market deficit range. The fruit deficit was for 86 acres of raspberries. Within only the five eastern counties, the corresponding additional acreage requirements are about 2,680 acres of vegetables and 240 acres of fruits. Again, corn tops the acreage requirements with 865 acres midway in its market deficit range, lettuce at 340 acres, beans at 244 acres, carrots at 120 acres, and peas at 99 acres. The regional market period deficit in fruits would be filled by 185 acres of apples, 40 acres of raspberries and 16 acres of strawberries. It is clear from these figures that local production of fruits and vegetables has considerable scope for expansion to meet market period requirements in New Brunswick and eastern New Brunswick.

Market Opportunities for Kent County

It may be reasonable to suggest that agricultural land use in 1951 could serve as a basis for determining Kent County's potential role in alleviating some of the provincial deficit in agricultural food products. In that year, 62,000 acres were under crops in comparison with only 18,000 acres in 1971. Over the past 25 years, much of the 44,000 acres gone out of crop production have been reverting back toward a forested state. The reclamation of these lands, in most cases, would be easier and cheaper than clearing new land. Moreover, these lands would provide additional acreage for increased production of fruits and vegetables. Land capability together with the use of modern production and management techniques enter into consideration of the potential acreage to be developed. Subsequent to such considerations, it is estimated that the reclamation of 3,000 to 5,400 acres of good fruit and vegetable land could be feasible for utilization in production mainly for the provincial market, but also including some potential markets outside the province. This acreage could be distributed over several kinds of produce, as outlined in the following table with zero to 1,500 acres in potatoes, 695-1,217 acres in corn, 200-300 acres in carrots, 177-277 acres in onions and, in addition, a selection of other vegetables and fruit. A less aggressive approach would be the reclamation of some 2,200 to 3,900 acres of fruit and vegetable land for production aimed at the eastern New Brunswick market

as well as some other markets outside the province. In this development, the acreage could be distributed along the lines described in the second table for eastern New Brunswick and other markets. Accordingly, there could be 587-1,500 acres in potatoes, 346-605 acres in corn, 120-220 acres in carrots, 67-167 acres in onions, 59-159 acres in turnips, and 55-155 acres in cabbage. The remainder of the land would be divided among several other vegetables and fruits.

ESTIMATED POTENTIAL ACREAGE TO FILL NEW BRUNSWICK DEFICIT AND OTHER MARKETS— VEGETABLES AND FRUITS, KENT COUNTY.

	POTENTIAL ADDITIONAL ACRES		% of Deficit of N.B.
Vegetables			
Asparagus	45	45	100
Beans	468	468	100
Beets	—	—	
Broccoli	110	110	100
Brussel Sprouts	12	12	100
Cabbage	—	125**	100+
Carrots	200	300**	100+
Cauliflower	12	12	100
Celery	79	79	100
*Corn	695	1,217	70
Cucumbers	—	—	
Lettuce	797	797	100
Onions	177	277**	100
Parsnips	—	—	
Peas	240	240	100
Potatoes	—	1,500**	100+
Radish	37	37	100
Spinach	35	35	100
Turnip	—	—	
*Tomatoes	12	24	50
Fruits			
Strawberries	—	—	
Apples	—	—	
Blueberries	—	—	
Raspberries	86	136**	100+

* May not be suitable in all areas of Kent County

** Partially for export to Nova Scotia and Quebec

**ESTIMATED POTENTIAL ACREAGE TO FILL EASTERN NEW
BRUNSWICK DEFICIT AND OTHER MARKETS—
VEGETABLES AND FRUITS, KENT COUNTY.**

	POTENTIAL ADDITIONAL ACRES		% OF Deficit OF E.N.B.
Vegetables			
Asparagus	19	19	100
Beans	244	244	100
Beets	—	—	
Broccoli	46	46	100
Brussel Sprouts	5	5	100
Cabbage	55	155**	100+
Carrots	120	220**	100+
Cauliflower	43	43	100
Celery	33	33	100
*Corn	346	605	70
Cucumbers	21	21	100
Lettuce	340	340	100
Onions	67	167**	100+
Parsnips	4	4	100
Peas	99	99	100
Potatoes	587	1,500**	100+
Radish	15	15	100
Spinach	14	14	100
Turnips	59	159**	100+
*Tomatoes	12	23	50
Fruits			
Strawberries	16	16	100
Apples	46	93	50
Blueberries	—	—	
Raspberries	40	90**	100+

* May not be suitable in all areas of Kent County

** Partially for export to Nova Scotia and Quebec

The preceding acreage suggestions are only one dispersement of available land in Kent. Many other combinations of crops and cattle are possible. What is most important is that it be recognized just how great the potential acreage increases in agriculture are and just how wide-spread the choice of commodities is.

Such reclamation of former areas of agricultural land in Kent County for the production of fruits and vegetables on 2,200-5,400 acres would almost eliminate the

eastern New Brunswick deficit or, in the upper end of that acreage, the provincial deficit in all major fruits and vegetables except tomatoes and sweet corn. It is also suggested that production for export to Quebec and Nova Scotia could be undertaken in cabbage, carrots, onions, potatoes, turnips and raspberries. This development would alleviate New Brunswick's dependence upon other areas for fresh fruits and vegetables and curtail the outward flow of expenditures for agricultural products. The proposed exports would also provide some additional income and employment to New Brunswick.

Extended Markets

Atlantic Provinces:

In 1975, the Atlantic Provinces were self-sufficient in only fresh milk, eggs, potatoes, strawberries and apples. With a population of more than 2 million people, the total food expenditure in 1975 was over 1.5 billion dollars of which much was spent on imported food. For example, the volume of those imports may be illustrated by the following deficits in meats: beef, 114 million pounds; pork 54 million pounds; chicken, 22 million pounds; lamb, 6 million pounds; and turkey, 5 million pounds. Self-sufficiency in vegetables is low as indicated by some of the 1975 deficits: tomatoes, 137 million pounds; lettuce, 31 million pounds; corn, 31 million pounds; and carrots, 12 million pounds. The provinces of Nova Scotia, Prince Edward Island and Newfoundland are open markets for producers of those products in deficit. Kent County's location gives it a definite marketing advantage over imports during the production season.

The Gaspé Peninsula:

The Gaspé Peninsula comprised a market for food in 1975, of almost 200 million dollars. It is self-sufficient in very few commodities. Turnips, veal and lamb are the only food exports. There is a deficit for fresh milk of 27 million pounds. The deficit in eggs runs to 5 million pounds. Some meats are also in a deficit position: beef, about 24 million pounds; pork, 15 million pounds; chicken, 8 million pounds; and turkey, 3 million pounds. The largest deficits in vegetables are as follows: tomatoes, about 21 million pounds; potatoes, 10 million pounds; corn, 6 million pounds; and lettuce, 4 million pounds. In fruit, there is an annual deficit of some 918 thousand pounds of strawberries and 10 million pounds of apples. The location of Kent County, the similarity of culture and language and the food need of the area itself, combine to make the Gaspé Peninsula a ready market for agricultural food products produced in Kent and an entrée into the Quebec market.

Quebec:

In 1975, expenditure on food in Quebec was almost 5 billion dollars. Much of that expenditure was on food imported from other provinces and abroad. The province is self-sufficient in only fresh milk, chicken and carrots. Beef is in a serious deficit position with annual imports of some 440 million pounds. There are also substantial deficits in other meats: pork, 64 million pounds; turkey, 26 million pounds; and lamb, 21 million pounds. The extent of self-sufficiency in vegetables varies, but the greatest deficits are in the following crops: tomatoes, 242 million pounds; potatoes, 504 million pounds; corn, 88 million pounds; and lettuce, 62 million pounds. Strawberries are in a deficit position of over 15 million pounds.

Quebec is a growing market with large deficits in agricultural food products indicative of market opportunities for New Brunswick producers.

FOOD DEFICITS IN THE EXTENDED MARKETS FOR KENT COUNTY OF THE ATLANTIC PROVINCES, QUEBEC AND GASPE PENINSULA, 1975

	Atlantic Provinces (000 lbs)	Quebec (000lbs)	Gaspe Peninsula (000 lbs)
Fresh Milk	Surplus	Surplus	27,181
Eggs ⁽¹⁾	Surplus	62,260	5,394
Beef	113,870	440,176	23,672
Pork	54,460	64,039	15,283
Veal	3,201	6,441	—
Lamb	6,231	20,856	—
Chicken	21,510	Surplus	8,482
Turkey	4,908	26,376	2,914
Vegetables			
Carrots	11,502	Surplus	—
Corn	30,697	88,235	6,030
Lettuce	31,667	62,333	4,200
Potatoes	Surplus	503,969	9,796
Tomatoes	137,402	242,730	20,688
Fruits			
Apples	Surplus	677	10,039
Strawberries	Surplus	15,603	918

⁽¹⁾ Eggs, in thousand dozen: Quebec, 41,507; Gaspé Peninsula, 3,596.

Economic Impact of the Agricultural Development of Kent County

It is possible that reclamation of the land back to 1951, with the development of feed grains, forages and horticultural crops, could provide a base for the production of some 9.2 million dollars of meat at retail price or some 5.3 thousand head of cattle, 21 thousand hogs and 1.8 million chickens. In addition, the production of fruits and vegetables valued at about 10.4 million dollars is possible. Based on these suggested production potentials, additional agricultural production valued at some 12 million dollars, at the farm gate, could be developed in Kent County.

The economic impact of this production would be felt both within the region and throughout the province. Within Kent County itself, the proposed production would generate almost 22 million dollars of income. Across the province, that income

would be over 47 million dollars. Initially, it is anticipated that most of the 22 million dollars will remain in Kent, while the additional 25 million dollars would be generated outside of Kent. This would be due to the fact that much of the produce would be sold outside of Kent, many of the inputs would be purchased outside of Kent and there are at present no slaughter facilities within Kent. If any of these factors were to change, the dollars to stay within Kent County would change correspondingly.

The development of Kent County so as to take full advantage of the entire potential suggested in this report, could result in some 1,015 jobs in Kent County and a total of 2,680 jobs in New Brunswick and eastern New Brunswick, at an average annual salary of \$10,000, as summarized in the following table. From the wages paid to these people, about 4.8 million dollars would be returned to the local, provincial and federal governments through all sorts of taxes. The distribution of these taxes would be 2.7 million dollars to the federal government, 1.6 million dollars to the provincial government and about half a million dollars to local government.

IMPACT BY SECTOR ON EMPLOYMENT & TAXES PAID

	Economic Activity Generated (\$ M)	Estimated # Jobs Created at \$10,000 Annually	Estimated Taxes Paid		
			Local ²	Federal ¹	Provincial ¹
At Farm Level					
Cattle	5.093	153	30,600	153,000	91,800
Hogs	3.811	133	26,600	133,000	79,800
Poultry	4.813	265	53,000	265,000	159,000
Fruits & Vegetables	7.874	464	92,962	464,000	278,886
To Retail Level					
Beef	7.850	314	62,800	314,000	188,400
Pork	5.469	246	49,200	246,000	147,600
Chicken	12.753	829	165,800	829,000	497,400
Fruits & Vegetables	21.887	1,291	257,400	1,291,000	772,190
TOTALS		2,680	535,200	2,680,000	1,605,590
			Total Taxes Paid 4,820,790		

1—based on 1975 income taxes for a gross of \$10,000 and a taxable net after deductions of \$6,000. —provincial also includes sales tax estimated

2—local includes basically property tax.

Conclusions

Many economic opportunities exist for agriculture in Kent County and eastern New Brunswick. The New Brunswick market for food products was valued at almost 500 million dollars in 1975. It depends upon imported products for a large part of its supply. Excellent opportunities exist for the production of vegetables and fruits for readily available markets in New Brunswick, the Atlantic Provinces, Quebec and the Gaspé. A local need for further production of feed grain exists in order to alleviate the tremendous regional deficit in all meat products. Kent County has an excellent chance to play a major role in the grasping of these opportunities.

However, it is recognized that here are numerous outside forces that will have influence on just how realistic it will be for Kent to try and achieve these market opportunities. The most prominent of these outside forces at this time is the National Farm Product Legislation which will be discussed later in this report.

Should Kent County be successful in overcoming these forces and fully exploiting these opportunities, about 1,015 jobs could be created in the county or a total of 2,680 jobs in the province. Finally, through salaries paid to the people employed in these jobs, some 5 million dollars would be returned to all levels of governments. Consequently, both people and government would benefit from the development of agriculture in Kent County.

Chapter IV

LISTENING ...

During the past three years, this committee has heard many testimonies in both Ottawa and Moncton. The residents of Kent County and the institutions that serve them have offered their definitions of the problem, their solutions, and have established the opportunities. This section offers a sampling of what the people say, feel, and believe about the future of Kent County. As well, we listen to the thoughts of the institutions which exist to help the residents of Kent County achieve these solutions and opportunities.

...TO THE PEOPLE

The Problem

According to the best authorities, the people of Kent, the problems of the County can best be classified into three groups: human, government, and resource.

Perhaps what most upsets the people of Kent is that "there is a feeling in some places that agriculture should be written off in our area and all production moved to the areas with the so-called comparative advantage. We don't feel this is good enough in terms of people" (Dernier). In the hearts of many Kent County residents, people are being ignored and they "are somewhat impatient with the preoccupation of economists and others with the two issues of comparative advantage and allocation of resources. These people tend to completely ignore human resources and we all know it's impossible to reduce the problems of Canada to dollars and cents, and economic models" (Dernier).

However, "People for the most part in Kent have been reluctant to take hold of newer ideas and we know that initiative puts the spark of life into any area. At the same time, it is difficult to develop this initiative if the area has been in a depressed state for any length of time" (Sullivan). As a result, "there are many negative attitudes toward agriculture, especially among the students" (Léger). Much of this negativism has been brought about because "we have had hundreds of study groups and nothing practical ever has come out of them except for the creation of another study group; we can only doubt the sincerity of such a group" (Arsenault).

But many attribute the problem to "the lack of information and, especially, the lack of courses in French. This is why there should be courses offered to interested

parties in schools, institutes and universities" (Léger) and acknowledge that "it is pretty hard for farmers who have not been to school like me to go out and manage that thing properly" (Babineau).

It is the government that is looked up to as the leader for the development of Kent County. But many residents are concerned that "the government seems indifferent to this primary sector which is essential to man. How do you ensure the prosperity of the secondary and tertiary sectors without a strong primary sector?" (Léger). The cause of this deep rooted feeling appears to stem from the belief that "policies are not established by farmers for farmers, but by civil servants who are not in touch whatsoever with the rural and farming class" (Arsenault) and that these same civil servants "are more interested in staying in their offices than going out to meet farmers and to really understand their problems" (Arsenault).

This lack of government credibility extends to both the federal and provincial. Many residents feel that "the federal Department of Agriculture develops national policies without taking into consideration regional disparities, so that very often these policies do not help areas such as Kent County. The provincial Agriculture department refuses to think in terms of community development. Its decision to centralize all agronomists and veterinarians in urban centres demonstrates this fact and farmers are totally disadvantaged" (Arsenault).

Also, it is felt that "the Department of Agriculture is only a puppet in the hands of politicians and big business" (Finnigan). And what they worst regret "in all this situation is the neutrality and passivity of the Department of Agriculture" (Finnigan). This passivity and neutrality is interpreted by the people of Kent to mean "that the aim of the government is to bring about a complete disappearance of agriculture in our county" (Arsenault). This interpretation is supported by the actions of government agencies whereby "an official of the Farm Credit Corporation said, as he was refusing a loan to a farmer in this county: 'Kent County is not profitable, there is no future there,' " (Arsenault). It is this attitude among government officials that has led the local people to believe "that the governments were never serious when they talked about developing the rural areas of New Brunswick. We think both governments are most interested in seeing the people of Kent County go and work in plants or as janitors in Moncton or Saint John than in really helping them develop their community" (Arsenault). "Governments do not encourage young people to go and live on a farm" (Arsenault).

But perhaps the lack of government credibility is best exemplified by those of Kent who "wish to congratulate the government for all the new 'programs' which developed these last few years. But unfortunately, the government apparently wants to keep this information secret. Practically nobody knows about their efforts. Information about agriculture in school is as rare as money. Services available from governments, information about market possibilities...what are they?" (Léger).

This sense of frustration with their position and the inability of governments to help them is best summed up by the acknowledgement that "we have poverty, unemployment, welfare recipients, a lower education level than anywhere else, a language problem, poor municipalities, a dying agriculture and so on and so forth. Thousands of dollars have been spent to tell us that and the solutions offered are

Thousands of dollars have been spent to tell us that and the solutions offered are cultural centers, information offices and an arts and crafts center. The real problem, that is the development of our resources, has not been touched upon" (Bourgeois).

It is the development of these resources that is of great interest to the people of Kent: "Many farms in Kent require enlargement of fields, improved drainage systems, a general raising of soil fertility and lowering of soil acidity. If future farming is to be successful, these problems must be corrected, and the cost of doing them cannot be borne by the present generation alone" (Sullivan). Assistance must be forthcoming by government in Land Improvement Programs. "The Department of Agriculture extension programs should be designed to encourage viable farm units. Programs to assist in the establishment of young farmers who have the necessary qualifications, should be expanded" (Sullivan).

But the major problem still centers around attitude and credibility. A much held local feeling is that "Kent County is already the most researched area in Canada. We have the knowledge available necessary to proceed immediately; we do not need further inquiries of feasibility studies" (Sullivan).

The Opportunities

Although it may be said that Kent residents have put a lot of emphasis on the problems of their area, so too have they presented many of the opportunities which they feel face them today.

There is a general feeling of optimism among the residents of Kent when discussing the future of their land. They feel "The farms we live on can become more productive than ever before" (Leblanc) because "generally speaking, we can say that our soils and our climate are favourable for large scale crops, for cattle breeding and for the production of fodder" (Bourgeois). More specifically, "as far as our region is concerned, let us say that all the soils are not suited for the growing of, but we have many soils in which we can grow, on a commercial basis, the following vegetables: cabbage, carrots, corn on the cob, lettuce, turnips, broccoli, brussels sprouts, etc." (Bourgeois). "The St-Charles vegetable producers co-operative is also facing development and expansion. But twenty-five acres of carrots are not sufficient. They should be harvesting 100 acres to be sure to have a viable enterprise. The possibilities are there; there is no doubt about it" (Bourgeois).

On the livestock side, feelings are quite as strong as to the opportunities that exist. There is evidence to suggest that "hogs can be successful in Kent. The price of our hogs is the highest in Canada most of the time" (Sullivan). In addition, "Broilers can be grown successfully as the market expands and beef has a great potential for expansion. Land values are relatively low and the market is good" (Sullivan).

There are relatively new alternatives such as the "raising of domestic rabbits for processing. The New Foods Products Company, Ltd. was organized for that purpose with rabbit raisers being the company shareholders" (Leblanc).

Since the livestock industry is based upon feed and forage for feed, the experience of one resident explains that livestock production is profitable since "we

got into the production of silage corn and our farm is now producing approximately 75 acres of silage corn a year. It is a tremendous crop as far as our farm is concerned" (Walsh) or alternative feeds are emphasized since "we can grow grass in Kent County, we can grow all kinds of fodder" (Little).

The facts of lost opportunities came to light again as one asks "Who will take the initiative to organize orchards? Why is tobacco not developing? There are people who are interested but there is always a lack of money" (Bourgeois).

The Solutions

Problems are overcome by opportunities only when realistic solutions are offered which are not only workable but also acceptable by all parties concerned. The residents of Kent County have put forth their proposed solutions.

In the belief of local residents, "agriculture, fishing, forestry, and tourism are the industries that should be considered in order to find out what is their development potential and the best marketing organization for their products" (Bourgeois). As well, "farm enterprises should be developed that will fit into good marketing systems. Marketing knowledge must be on a broad basis, especially adapted to the selling of products on markets outside Kent" (Sullivan).

In order to take advantage of productive potentials in Kent, "The Departments of Agriculture should make studies on the regional market possibilities and give the results not only to farmers, but to the whole population" (Leblanc).

In order to achieve some of the opportunities, "the people must have the courage to locate capital to build a profitable enterprise and the educational level must be achieved so as to grasp rapidly the changing methods. There must be a desire to want to farm and work hard. Farming is a private business; not many such businesses are successful without hard work" (Sullivan).

But "farmers need human, technical and financial resources that will help them and which, through a consultation and animation process will succeed in reorganizing agriculture and small farms in Kent County" (Arsenault).

To make available these services, "the federal and provincial departments of Agriculture should think about participation, consultation, and community development. The civil servants should come out of their offices and through consultation and animation develop policies with the population which would help the people of Kent County, including farmers, to pull themselves out of their predicament" (Arsenault). "Agricultural extension services should be provided on a more specialized basis, to effectively assist farm operators with their specialized technical problems" (Dernier). To help provide this information, "the government should establish and maintain an experimental farm in Kent County" (Leblanc).

To develop a new generation of farmers in Kent, "the departments of Agriculture should encourage younger people to live on farms, by granting them loans, or helping them to rent lands, etc. And the Department of Agriculture should encour-

rage our composite high schools to include courses on the basics of agriculture thus enabling our young people to get more interested in it" (Arsenault).

Organization of old and new farmers through "the organization and development of production and marketing co-operatives should be envisaged. It should also help to organize the development of secondary farm industries" (Leblanc), which would include for fruits and vegetables the establishment of "a producer-controlled facility to assemble, process, and market these products" (Dernier).

In a more general way, Kent residents view changes to be required in Canada's transportation policy. With respect to agriculture, "We support a national transportation policy which would (a) assure that industries in our region will be able to obtain their raw or semi-processed materials and market their products at transportation costs that are no higher than for competing industries in other parts of Canada and (b) that the terms of reference for the Canadian Transport Commission be changed, or a separate regulatory body be established with authority over the setting of rates, demurrage and service, which could serve as a court of appeal for shippers and receivers wishing to protest unfair treatment. The present Transportation Act does not do so" (Dernier).

More specifically, "To remedy the feed ingredients situation, we recommend a feed grains policy which (a) will make Feed Freight equalization a statutory program for the Atlantic region, (b) will have the Feed Freight equalization program cover feed grains from any origin, the transport cost of which would be equalized to the various regions of the Atlantic Provinces so that transportation costs are equalized with the Montreal-Quebec City port costs for Western Canada grain, (c) remove import restrictions on all feed grains, and (d) extend the Feed Freight equalization program to include vegetable proteins and feed phosphate" (Sullivan).

Given these solutions we can honestly say in "the famous war words of Churchill that if we given the tools, we will do the job" (Leblanc).

The preceding section has expressed the problems, the opportunities and the solutions as seen by the residents of Kent County. Whether they are completely unbiased or accurate is not relevant. What is relevant is that these people are the most important resource of Kent County. What they feel is very important, for without their support and belief, no future successes are possible. These are the people—this is their land—it is time we started listening to them.

...TO THE INSTITUTIONS

After listening to the people of Kent County, the Senate Committee felt it advisable to listen to what the institutions serving the people of Kent were saying, for in many cases they can be either the helper or the hinderer. The people of Kent have spoken, now the institutions will be heard.

The Problem

The problems of Kent County are many and complicated but "Agricultural areas with difficult problems are to be found in every region of Canada. In general, such areas are characterized by small size, restricted land capability and indifferent climate. They tend to be a considerable distance from adequate farm services, processing facilities and markets. Farmers, in these areas, have been unable to adapt to the new farming methods and as a result, they are at an extreme competitive disadvantage in the Canadian comparison. Despite the apparent agricultural potential in this area, Kent County farmers have not been able to develop satisfactory incomes from farming. This is undoubtedly associated with many factors, among which could be listed the size of operation, instability and inadequacy of return, and alternate opportunities. In other words, there is a scarcity of potential producers with interest, motivation or training to take advantage of opportunities which exist" (Whelan). With specific reference to Kent County, "Many small farmers lack the initiative as well as the managerial capabilities to undertake these developments. And with its proximity to the City of Moncton, many young people have preferred to seek employment in the city, while others have emigrated to the United States" (Schousboe).

However, it is "apparent that land has not been the major cause of the lack of agricultural progress in the County" (Schousboe). "We should not assume that the problem is soil, climate or people. We should realize the situation is just as likely to have come about by man-made or artificial circumstances that have unfavourably affected the agricultural opportunities and the economics of the area in comparison to other regions of Canada" (Gallagher).

But some people quite simply feel that "our problems started with mechanization" (West) because "The small farmers were unable to afford expensive machinery and many young people were reluctant to face the hard labor and long hours required in non-mechanized farming. High feed, fertilizer, labor and machinery costs, compared to low prices for farm products, have driven farmers away from their farms. Local markets are being supplied by foreign producers, so that many of the local farms have become subsistence farming only" (Shorten).

But others take a more positive approach and emphasize that "the interest and capability of the people to operate and manage farms of an economic size employing modern technology must be established ... no matter how much land is available, if the management capability of the farmers is inadequate or lacking, there can be no real lasting progress toward developing a viable agriculture" (E. Arsenault).

In this regard, "the low level of education is one of the main problems facing agriculture today, especially among the low income farmers", (Arsenault) which is undoubtedly brought about by the fact "that in the Atlantic Region of Canada, there is no school or institute where the French-speaking farmers, their sons and other persons interested in farming, could take courses or training in their mother tongue" (E. Arsenault). Even in the high schools, when enquiries are made regarding agricultural courses, we are told "Sorry, we don't have any'. I don't think they have developed any since then and that was in 1948" (E. Arsenault).

The general feeling is that "most owners of small economic farms in the province feel that they are almost entirely bypassed by the provincial and federal departments of agriculture" (Senator Michaud quoting Leblanc and Nutter task force). Actually, "it is not that we (the people) feel that the administrators deliberately set out to keep us down. It is not that they really don't know our situation, but mostly it is that they don't seem to care. Generally, there is a feeling that policies are so designed to discourage not only the younger people but that a significant portion of the adult population have to move to the town and cities. The population feels that no matter how much time or effort they (the people) put into public meetings or research into their problems, the government has not really listened in the past, nor is likely to do so in the future" (Senator Michaud).

Perhaps the biggest problem is "that with respect to all these programs that are being formulated and announced by the various levels of government, both federal and provincial, there is not sufficient explanation being given to the people themselves. No doubt some of those programs would be very beneficial and excellent programs for the areas involved, but they are not well enough explained" (Senator Michaud).

"It has been suggested to me that one of the questions that may be causing problems in this area is the lack of sufficient services in the French language to the people in Kent County" (Argue) which is perhaps caused by the "extreme shortage of good bilingual agriculturalists or agronomists in the province right now" (Graham).

But it appears that the cause goes even further in that "we have sensed sometimes that it is a problem of communication" (Senator Lafond). At this time "we do not have programs in effect in Kent or other countries in this province of the communication type" (Weaver) to inform the farmer of the opportunities available.

But the question still arises: "Why have these farmlands gone out of production and been sold? We suggest that governments have not looked after the small farmers of Kent" (Oxley).

The Opportunities

Opportunities exist in Kent County. "The soils being farmed are responsive to lime and fertilizer and with good management, can be productive. The growing season is sufficiently long for a range of crops. Experience to date suggests that major production to which the area is adapted or has a natural advantage is meat, milk, potatoes, and certain vegetables and small fruit. Within the region, there are good markets for these products" (Whelan).

In agreement with Mr. Whelan there is sufficient well-adapted soil in Kent County to sustain an increase in agricultural production and with frost-free periods of some 7 to 10 days longer on average than that of the Fredericton area, Kent compares favourably with the Annapolis Valley" (Weaver).

"In Kent County at the present time, there are 86,000 acres actually under cultivation and, according to the information I have been given, there is a tremen-

dous potential for productivity in that area" (Whelan). And with Kent County sitting "at the doorstep of Moncton with a growing population currently in excess of 100,000 persons, there are market garden opportunities in the immediate area. But the market opportunities extend beyond this locale to the province as a whole. The 100 acre Kouchibouguac National Park is under development in Kent's back yard. This project will draw large numbers of tourists and campers to the region, each family with its own demands for fresh produce. Similarly, highway Route 11 is an established, popular tourist route and I see distinct opportunities for well-organized approaches to roadside marketing of fresh produce" (Weaver).

The opportunities in Kent lend themselves to a change in philosophy. "There used to be a philosophy that the family farm had to be one of 50 or 100 acres. This is not so in certain operations today" (Whelan).

"The menu for Kent could be a diverse one, and I will not attempt to camouflage my enthusiasm for the potentials that exist there. We are sorely deficient in locally-produced feedstuffs required to sustain our livestock industry. There are good prospects in the region for high energy feed grains such as barley and wheat. In fact, my crops specialist at Fredericton, Mr. E. A. Grant, informs me that Kent County traditionally has produced the best quality barley in this province. There are new feed grain opportunities emerging today in the form of such protein crops as faba beans and field peas. Considering soil type, topography, and climate, I would consider again that Kent is in a advantageous position. Livestock industries other than hogs and poultry have traditionally demanded a significant land base in order to sustain production. The opportunities for development of a well integrated crops-livestock industry could be realized in Kent County.

High value crops offer attractive options. Acreage requirements are not as extensive as for the production of feed crops. Rather, the emphasis is one of greater intensity of inputs on a smaller acreage with the requisite of well-drained sandy loams which are highly responsive to fertilizers and which can be adequately supplied with water through supplemental irrigation. The relatively soft winter favours production of perennial small and tree fruits.

Briefly, there is ample justification for doubling the acreage of apples produced in this province and the N.B. Fruit Growers Assoc. is currently mapping an aggressive development program aimed at achieving this goal in 1983. Strawberry and blueberry production fall far short of the market requirements and again, the growing environment and the potential labour resource in Kent have an obvious appeal.

Provincial specialists have completed developmental studies on greenhouse vegetable production and are actively promoting enlargement of capability and production facilities. The well-drained sandy loams of Kent are attractive base structures and the relatively soft climate along the Northumberland Strait suggests that the cost of heating should be significantly lower than, for example, in the middle Saint John River area.

Clearly there are distinct potentials" (Weaver).

In reiterating these comments, it is said that "a whole bunch of things (are deficient). Eggs, everything except potatoes—apples, grains, forages, meats. There is now an interest in developing beef there. But it is one of the better places for forages, cole crops, and for a variety of things that are basic. They are growing corn and some oats" (MacEachen).

More specifically, "we are very optimistic about livestock production in that area", (Whelan) because based on "our policy review three years ago, we concluded after consultation with a large number of people that one of the potential areas in which there were substantial opportunities was related to beef cattle and a number of other types of livestock in New Brunswick" (Love). The "meat markets are available for cattle, sheep, hogs and poultry to producers in Kent County and would be available for rabbits with the construction of the plant near Rexton, for the slaughtering and processing of rabbits called the New Food Products Ltd., Richibucto" (Annis). Furthermore, "Kent County is bordering on the two major marketing centres, as far as we are concerned, the two processing plants in Moncton and Sussex" (Lotherington).

In spite of "the sometimes lacking of 'entrepreneurs', opportunities exist" (Gilbert). In actual cases, "substantial areas, particularly along the coast, are suitable for tobacco and vegetable production. A few farmers have taken advantage of the opportunities presented and have become successful tobacco growers. And in the Richibucto area, research work has indicated a considerable potential for the production of vegetables on peat bogs. Over 4,000 acres of bog are available for development" (Gilbert).

By means of a market survey, "we found out that there was a market for 200 tons of onions in Moncton" (Shorten), and there are opportunities for the products such as hog and fababeans. In Kent County there would "be particular prospects for fababeans because the bean tends to prefer well-drained sandy loam soil" (Weaver).

"There is a tremendous market for honey. There is an old gentleman up there, outside Rimouski, making \$7,000 a year on honey. He sells it from the roadside. This applies to other products such as buckwheat, because the market constantly changes. Those in Kent County have not been in a position to know those opportunities.

Those of us who have tendencies for conventional wisdom say the organic food market is a fad. I do not care whether it is a fad or not. It is profitable and some people are willing to pay an extra amount for Gaspé honey, which is great. There is a tremendous worldwide shortage of honey" (MacEachern).

But not all institutional leaders see bright opportunities for Kent County. Some feel very strongly that "we have got two natural crops in that County and they are wood and grass. Then you continue to look and there is a market for one product only and that is replacement for the dairy herd industry not only in this milk shed but in the eastern states" (West).

But there is a strong challenge to this attitude. "It does not make sense to me to have a county with dairy replacement and another county with the milk cows; just as

it does not make sense to have cow, calf, dairy, and beef production in one area and fluid milk production in another. The dairy animal is the backbone of our beef industry in Eastern Canada, and always has been" (MacEachern).

It is felt that after "discussions with chain-store and wholesale buyers who indicate that they are willing to take all of Kent County's produce, if this produce is properly packaged and a supply guaranteed, the market exists, and the production potential exists" (Shorten). But it goes further than that. "I don't care whether it is greenhouse lettuce, tomatoes or cucumbers. Opportunities exist in the marketplace in the Maritime provinces, just by talking to wholesalers and asking where they got those carrots, what they paid for them and the specifications they would like. How much return can be realized by growing an acre of carrots? Just simple things offer the opportunities" (MacEachern).

The general feeling exists that "yes, there is definitely a future for agriculture in Kent County. I will go further than that. If we took advantage of all possibilities there are in the agricultural field in Kent County, I have no hesitation in saying that the general economic climate here would be at par with the rest of Canada" (Senator Michaud quoting Shorten).

The Solutions

The solution can only come with the establishment of goals and objectives. "Government should adopt the goal of Community Development which is a total improvement of communities by utilizing the energy of all the people. Government should adopt the basic assumption of Community Development which briefly states that all people want to and will help themselves if given a chance to use their resources on their own terms" (Graham quoting the Task Force on Social Development) for "I believe very strongly that if we give rural New Brunswickers a chance to develop their own resources on their own terms, then we have started a real rural development program and we may revitalize some of the agricultural industry" (Graham).

But this cannot be done completely by governments in isolation for "the local people often have the best notions of what is needed to bring about improvement, and in many cases they are very simple, they are not big budgetary expenditures; they are simple little things such as encouraging the people in the community to talk to each other. There is a need for integrated rural community development" (MacEachern). "The thrust of what I am trying to say is that if we seriously wanted to develop our agriculture we have to keep in mind agriculture in rural communities and that it is area-oriented" (MacEachern).

If this approach is taken, "we believe that a significant contribution of the agricultural sector to the Gross Provincial Product (can be made) through improved managerial abilities of the farm operators and improved resources to manage, including the farm labor component" (E. Arsenault). But it all focusses on people and "I think the major step is to start with education and motivation" (E. Arsenault) which in turn would "create leadership" (Légère).

"We found that when we came to Kent County the biggest need of the people of the county was accurate information" (Shorten). As a result of this need, "we are making plans to improve our information services so that communication between the Department and farmers is improved" (Schousboe).

But times are changing and "if an agricultural community is to be viable, it has to have some grain production, some forage production, some food lots from which you can get the manure for that land, thus eliminating a massive pollution problem. This manure should be put back on the land as fertilizer" (MacEachern). And if we are to "ensure prosperity in a given area, we must create industry, and what is painful to see is that, in the field of agriculture, governments seem to be nearly in league to destroy agriculture" (Légère). To bring this about then "it is obvious that many adjustments would have to be made if agriculture were to become a viable enterprise in Kent County as a whole" (Whelan). "Some stability must be provided for this venture in which we are asking them to participate" (Whelan).

It is well understood that "the producers have the technical competence and information available to compete. That the Maritime market can absorb a greatly expanded production in livestock, poultry, butter and other selective agricultural products. That N.B. needs an expanded agricultural industry and the multiplier effect it will give. That there must be changes in the commercial situation in order to establish the necessary confidence the producer must have by knowing he can compete with other provinces" (Gallagher).

Perhaps part of the solution is that "we should now be looking at raising more grain in New Brunswick or in the Maritimes than we are. We have the land and we have some good land. We can raise herta barley" (Graham). "As far as total tonnage of grain goes, there is plenty of room for us to grow grain here" (Gallagher). We wonder "why they are not producing more of their meat products etc. in the Maritimes. You know, their mixed feed for hog growing, broiler growing, is not much different in price from that right here in Ontario, and yet they are much more deficient in meat production than they are in some of the other provinces which do not produce all their own grains" (Whelan).

This would be a tremendous start but "if you want to get people involved in beef-raising, I think there will have to be a local pilot project initiated so that the people will see on the spot how it is being carried out" (Senator Michaud). It is felt that to bring about many of these opportunities "coordinated government efforts will have to focus attention on not only the production and marketing of traditional crops and livestock products, but also on higher-value added commodities. Major efforts must be deployed to improve the managerial ability of the farming entrepreneurs and the necessary advisory services. Present and renovated programs on land improvement and consolidation as well as capital assistance, must become part of the current rural development effort in Kent County" (Bastin).

But it all comes down to people, government working with people. "The rural development officers have got the people, they have got the trust of the people, where sometimes the politician can't and many times a civil servant can't" (Graham). They have done many of these things "in the States, where they have the county agent concept, where he is partly paid by the community and partly paid by the state

government. The county agent tended to work for people in the community. He was the motivator, the stimulus" (MacEachern).

Solutions must be brought forward because "if we check the number of people who are leaving agriculture and if we check the need for certain agricultural products in the world and in our domestic market, it is clear we should be making sure that all potentially productive land in Canada is made productive. Those engaged in agriculture and who want to stay in agriculture, even some who wish to enter agriculture and have a desire to become agricultural producers, should be given opportunity to do so. We are going to need them, whether or not we recognize that need at the present time" (Whelan).

Conclusions

Although there is some disagreement on what exactly are the problems and the solutions, there is in fact total agreement that the opportunities facing Kent are tremendous. These are the people and the institutions that will make agricultural development in Kent go. They may not always be right or always agree among themselves, but people are Kent County's most valuable resource. It is these people who hold the future of Kent in their hands.

These are the people and the institutions who have spoken:

THE PEOPLE

Mr. Zoël Arsenault, Secretary FAFAM (*La Fédération des Agriculteurs Franco-phones de l'Archidiocèse de Moncton*)

Mr. Yvon Babineau, President, Association of Producers of Christmas Trees for Kent County North

Mr. Philippe Bourgeois, agronomist

Mr. William D. Dernier, General Manager, Maritime Co-operative Services Ltd.

Mr. Jean Finnigan, President, Woodlot Association

Mr. André Leblanc, Vice-President of the Student Council of Clément Cormier Composite School

Mr. J. Paul Leblanc, General Manager, the New Food Products Co. Ltd.

Miss Adrienne Léger, Vice President Elect of the Student Council of Clément Cormier Composite School

Mr. W.F. Little, Manager, Livestock, Maritime Co-operative Services, Ltd.

Mrs. Flora Sullivan, Secretary, Rexton Sub-Federation of Agriculture

Mr. J.E. Walsh, Director, Maritime Co-operative Services, Ltd.

THE INSTITUTIONS

Dr. J.T. Annis, District Veterinarian, Health of Animals Branch, Research Station,
Agriculture Canada, Moncton

The Honourable Senator Hazen Argue, Chairman, Standing Senate Committee on
Agriculture

Mr. Edouard A. Arsenault, Director, Memramcook Institute

Mr. Verne Bastien, Secretary, N.B. Forest Products Commission, N.B. Department
of Agriculture and Rural Development

Mr. Charles Gallagher, M.L.A., Carleton County

Mr. Reginald Gilbert, Deputy Minister, N.B. Department of Agriculture and Rural
Development

Mr. Alan Graham, M.L.A., Kent County

The Honourable Senator Paul Lafond, Member, Standing Senate Committee on
Agriculture

Mr. Martin Légère, Director, *Fédération des Caisses Populaires Acadiennes*

Mr. V. Lotherington, District Supervisor, Poultry Division, Research Station,
Agriculture Canada, Moncton, N.B.

Mr. J.D. Love, Deputy Minister, Department of Regional Economic Expansion

Dr. Gordon A. MacEachern, President, Agricultural Economics Research Council of
Canada

The Honourable Hervé J. Michaud, Deputy Chairman, Standing Senate Committee
on Agriculture

Mr. D. Oxley, Woodland Director, J.D. Irving Ltd.

Mr. Peter Schousboe, Director of Extension, N.B. Department of Agriculture and
Rural Development

Mr. Harry Shorten, Director, N.B. NewStart Inc.

Dr. G.M. Weaver, Director, Research Station, Agriculture Canada, Fredericton,
N.B.

Mr. Bill West, Director, Farm Credit Association (Moncton)

The Honourable E.F. Whelan, Minister, Department of Agriculture

The Honorable J. W. ...
Minister of Agriculture and Rural Development

Mr. ...
Minister of Agriculture and Rural Development

Mr. ...
Minister of Agriculture and Rural Development

The Honorable ...
Minister of Agriculture and Rural Development

Mr. ...
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The Honorable ...
Minister of Agriculture and Rural Development

Mr. ...
Minister of Agriculture and Rural Development

Mr. ...
Minister of Agriculture and Rural Development

The Honorable ...
Minister of Agriculture and Rural Development

Chapter V

WHAT ARE THE AGRICULTURAL OPPORTUNITIES?

After careful consideration of the agroclimatical factors of Kent County, production requirements of the many field and horticultural crops, market opportunities and the attitudes of Kent County residents and the institutions serving them, the Standing Senate Committee on Agriculture feels that excellent opportunities exist for farmers in Kent County in a large number of commodities. These commodities range from horticulture to livestock to special crops. The main criteria to suggest these commodities are (a) can the physical and human resources of Kent County produce them? and (b) can it be sold at a profit for the Kent producer?

Fruit and Vegetables

It has been established that a large range of fruits and vegetables can be produced in and marketed from Kent County. These are basically the cool-season vegetables such as asparagus, beans, beets, broccoli, brussels sprouts, cabbage, carrots, cauliflower, celery, corn, lettuce, onion, parsnip, peas, potatoes, radishes, spinach, turnips and tomatoes and fruits such as apples, strawberries, blueberries, and raspberries.

Field Production:

Production opportunities exist for the conventional field production of fruits and vegetables as well as the less traditional commercial greenhouse operations. There are opportunities of increasing production of fruits and vegetables by some 2,200-5,400 acres in Kent County. In most areas, this increase in production would fill the deficit presently existing in Kent, Eastern New Brunswick and New Brunswick. It is calculated that production costs range between 20 to 50 percent of the total production and marketing costs of fruits and vegetables. Cost of production figures for Kent County 1975 vary for size of operation and location. Grand estimates of the cost of production and marketing per acre for Kent County are: cabbage, \$1,129; carrots, \$1,890; cauliflower, \$1,324; sweet corn, \$437; cucumbers, \$1,529; lettuce, \$1,646; tomatoes, \$1,606; and strawberries, \$1,499.

For comparison the 1975 yield/acre were: cabbage, 26,300 pounds; carrots, 13,800 pounds; cauliflower, 9,700 pounds; sweet corn, 2,800 pounds; cucumbers, 78,000 pounds; lettuce, 4,500 pounds; tomatoes, 8,600 pounds. Estimate of production costs of selected fruits and vegetables are expressed on the following pages.

Although through the years Kent County has not gone sufficiently into vegetable production, a great diversity of produce has and can be grown. More recently, some exploitation of the very fertile bog which is abundant in Kent County has taken

place in the St. Charles area. At St. Charles, the St. Charles Vegetable Growers Ltd. has planted 20 acres in carrots this year. Eleven members are involved although only 2 work full time on the project. The produce is being sold to a local wholesaler. The interesting part of this project is that carrots are being grown in 20 acres of peat bog. The result is a very high quality vegetable.

Today in Rogersville, bordering Kent County, the production of 300 acres of brussels sprouts as a community project involves some 22 growers and grossed some \$300,000 in 1975. From 1959 to 1975, this community project has contracted directly with McCain Foods Ltd. for the full crop. In 1976, due to quota cutbacks from McCain's this project will be selling about 60 acres to the Montreal market at 19¢ per pound, F.O.B. Rogerville. Rogerville is presently producing some 35 percent of the Canadian production and look to a potential domestic and export market of some additional 1,000 acres.

A couple of years ago a group of producers in St. Louis de Kent, with the help of the Company of Young Canadians, embarked upon a vegetable and seed potato production project. Today, *L'Association des Fermiers de Kent-Nord* has followed up on the 1974 Company of Young Canadians seed potato project in St. Louis de Kent. This year, there are 11 acres of seed potatoes planted and 5½ acres each of cabbages and onions. As well, 77 acres of grain have been planted as a rotation crop. Basic training is being provided for 11 people through this project. At this time, there are no plans to market the produce on a commercial basis. The emphasis rather is on developing good quality, price and service. Funds for the project are provided by the Community Improvement Corporation and the Canada Department of Manpower.

More recently, a co-operative has been formed in Ste. Marie de Kent to build a cold storage and packing plant for 400 tons of vegetables. There are 13 members of the co-op involved in the \$86,000 project. A grant of \$29,400 has been received through the Community Improvement Corporation and the Kent Pilot Sub-Agreement for this project.

Greenhouse Production:

Recent work done by the New Brunswick Department of Agriculture has concluded that tremendous potential exists for the development of greenhouse production of fruits and vegetables in New Brunswick to provide local produce during the off-season. The Department conservatively estimates an immediate demand for produce from over 15 acres of greenhouses, up from the present two acres. In 1975, sales of greenhouse vegetables increased to \$150,000 in New Brunswick. Since the recent increase in energy prices, Kent County is in an advantageous position for greenhouse production. The temperate climate of the east coast of Kent reduces the required input of energy to heat the greenhouses and the proximity to the Moncton market reduces transportation costs.

EXPECTED PER ACRE COSTS FOR SELECTED VEGETABLE AND FRUIT CROPS IN NEW BRUNSWICK—1975

Crop	Broccoli	Cabbage	Carrots	Cauli- flower (fall)	Celery	Sweet Corn	Cucum- bers	Lettuce	Onions	Peas	Spinach	Straw- berries	Tomatoes
Production—Labor	127.41	136.84	148.61	185.43	257.11	14.50	143.99	245.55	135.54	16.10	63.50	352.63	110.34
Production—Machinery	45.76	95.44		84.86	150.12	40.54	116.60	85.29	24.61	59.15	61.00	115.47	117.16
Harvest—Labor	—	244.65		346.82	2030.00	103.50	454.97	334.03	55.86	953.64	175.22	533.68	691.71
Harvest—Machinery	—	15.51	1512.50	28.98		16.18	106.92	21.32	496.81	8.93	24.32	26.56	78.24
Selling Costs	—	362.23		450.02	169.50	113.73	293.80	597.87		230.57	125.60	31.26	222.67
Seed or Plants	10.17	92.98	7.70	17.28	8.10	8.35	89.12	173.07	38.16	69.04	12.88		139.61
Fertilizer	55.50	49.32	51.15	43.38	92.91	44.84	63.22	59.33	62.13	44.58	39.67	284.10	50.56
Spray	50.85	26.38	51.98	48.11	84.75	19.15	36.84	7.14	47.02	5.60	12.50		40.10
Other	120.32	61.46	73.27	74.52	77.85	31.70	178.07	77.58	84.74	88.50	35.58	109.82	110.34
Land	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00	45.00
Total Production Costs	455.	507.	378	498	716	204	673	693	437	328	270	907	613
Total Harvest Costs	—	622.	1513	826	2199	233	856	953	553	1193	325	592	993
Total All Costs	455	1129	1890	1324	2915	437	1529	1646	990	1521	595	1499	1606
Harvest Costs as % of Total	—	55	80	62	75	53	56	58 9800	56	78	55	39	62
Average 1975 N.B. Yield		263001b	138001b	97001b	653001b	9000 ears	78001b	Head	195001b	2600lb	7700lb	6000qt	8600lb
Breakeven Price—Market- ed		4.3¢/lb	13.7¢/lb	13.6¢/lb	4.46¢/lb	4.9¢/ear	19.6¢/lb	17¢/head	5.1¢/lb	58.5¢/lb	7.7¢/lb	25¢/qt	18¢/lb
Pick Your Own		1.9¢/lb	2.7¢/lb	5.1¢/lb	1.1¢/lb	2.3¢/ear	8.6¢/lb	7¢/head	2.2¢/lb	12.6¢/lb	3.5¢/lb	15¢/qt	7¢/lb

SOURCE: Senate Standing Committee on Agriculture

Marketing

Local Market of Kent County and Vicinity:

Wholesale: With the presence of a number of large food chains, with many local groceries and local restaurants, all of which bring their produce in from outside Kent and mostly outside New Brunswick, a ready local market for produce is available. Discussions with local restaurant managers and retail store purchase managers, resulted in much encouragement for the Kent producer. Most of the businessmen conferred with suggested that they would be prepared to purchase all products locally grown if Kent could compete in price and quality with the imported product. Many were also concerned with regularity of supply and were prepared to forward contracts to ensure this supply.

Retail: Local Market Place: There exists in Kent County a number of sizeable communities which could support a farmers' market for local consumption. Much as fishermen sell some of their catch to friends and neighbours, local farmers could establish fresh produce market places. Although the marketing costs are higher than if the produce were sold to a retail store, the farmer is in a position to demand a price equal to that of the retail store.

Tourist Market: With the present and potential influx of tourists into Kent County due to the opening of the federal park at Kouchibouguac, a new and untapped lucrative market exists for fresh produce. There are tremendous opportunities for Kent County farmers to establish farmers' markets along the main highways and near the entrance to the park. The tourist trade is a demanding market to serve but can be very rewarding financially. It is not unheard of for a farmer to receive up to 15 percent more at his market place than a retailer for the produce of the same type and quality. The roadside market provides more than a place to buy food for the tourist; it provides a little of the milieu they are visiting.

Moncton Market:

The Moncton market provides an excellent opportunity to fruit and vegetable farmers in Kent County. There are two basic methods of reaching the consumers of Moncton — the wholesalers who sell to the grocery stores and the farmers' market.

Wholesale: There are a number of fruit and vegetable wholesalers located in Moncton who would be interested in acting as the Eastern New Brunswick distributor for producers from Kent provided good quality, competitive prices and regular supply were ensured. Likewise, the purchasing agents for the local chain stores and restaurants would be interested in produce from Kent. Prices paid would vary but would be approximately that paid for presently imported produce which includes the transportation to Moncton.

Retail: Moncton Farmers' Market: By far the most lucrative method of selling fresh produce into the Moncton market is through a local farmers' market. Unfortunately, at this time, the City does not have a farmers' market as such. However, in discussions with the Moncton City Council and the Moncton Chamber of Commerce, a proposal for such a market would be readily accepted and support would probably be forthcoming. Prices received for the produce would initially be about the

**PRICES OF SELECTED FRESH FRUITS &
VEGETABLES—MARITIMES 1975/76**

45

		1. Aug. 29, 1975			2. Dec. 26, 1975			3. April 23, 1976		
		Halifax			Saint John			Montreal		
		1	2	3	1	2	3	1	2	3
Tomatoes	30 lbs.	9.50	13.50	12.60	10.00	12.00	13.00	7.00	12.00	10.50
Onions	bag	8.50	8.00	8.50	10.00	8.50	8.80	4.50	4.75	5.50
Cabbage	carton	5.00	4.50	5.00	5.75	5.50	7.00	3.75	4.00	4.50
Carrots	bag	4.00	5.00	7.00	4.00	4.75	6.20	2.50	2.25	1.75
Celery	2 dozen	10.00	—	—	7.25	—	—	4.50	—	—
Cucumbers	2 dozen	3.50	—	9.00	3.25	—	8.80	1.25	—	9.00
Lettuce	2 dozen	7.00	—	—	8.00	—	—	7.00	—	—
Turnips	bag	7.50	5.00	6.00	7.75	7.00	7.00	3.50	3.50	4.00
Blueberries	12 pt.	9.00	—	—	8.00	—	—	10.00	—	—
Strawberries	1 qt	.78	—	—	.80	—	—	.47	—	—

SOURCE: Fruit, Vegetable and Honey Crop—Market Report—Canada Department of Agriculture

retail store price but once freshness and quality were proven, a slight premium would be possible.

Maritime and Quebec Markets:

Due to the uncertainties and cost in moving into markets away from home, it is suggested that a fruit and vegetable wholesaler be commissioned to handle the sale of Kent produce outside the immediate Kent County—Moncton area. Initial discussions with wholesalers in Moncton, Halifax, Rimouski and Campbellton, indicate interest in handling Kent County produce. Likewise, discussions with Maritime food chains have unveiled potential distributors among their stores.

Wholesale Prices Received—Maritimes and Quebec—1975/76

Wholesale prices paid for fresh fruits and vegetables in Halifax, Saint John and Montreal, demonstrate the opportunity for producers of fresh fruits and vegetables in Kent County. As a general pattern, fruit and vegetable prices at wholesale run well above Montreal prices, sometimes over double. The attached table compares prices at 3 times of the year at Halifax, Saint John and Montreal.

Export Markets:

At this time, it is not felt to be wise for Kent County to be looking at export markets in any commodity except perhaps seed potatoes. In most fruits and vegetables, the local Maritime and Quebec markets are substantially large enough to absorb any immediate increase in Kent production.

Fruit & Vegetable Processing:

Consumption of processed fruits and vegetables is continuing on an increase in most of Canada and the Maritimes in particular. A study done by Warnock Hersey International Ltd. in 1970 depicted a number of market opportunities for a complete range of processed fruits and vegetables in the Maritimes, North Eastern United States and the United Kingdom. Since that time, development has occurred that has seen one Maritime processor move significantly into these markets with frozen produce and a couple of others in juice and canned produce. In 1975, the opportunities available are limited only by the lack of processing facilities in the Maritime provinces. Penetrating new markets with new products is a difficult task and should be undertaken in conjunction with an experienced and successful organization.

Organic Fruits and Vegetables:

The organic food market is a relatively new one and a rapidly expanding one that offers higher prices and profitable opportunities to many farmers who can produce for the market and take initiative in servicing it. In 1975, the market for organic food in Canada was some \$45 million dollars and the U.S. market was over \$300 million. Whether this trend to more wholesome food is a fad or not is not important. This market provides tremendous opportunities to the Kent farmer. The major centres for organic food are Montreal and Toronto in Canada, and Boston and New York in the Eastern United States. In these cities alone there are over 100 exclusively health food stores and some 300 more that have health food sections. All

are interested in finding new sources of supply of organically grown fresh fruits and vegetables such as are possible in many areas of Kent, and especially in the bog area. Initiative, enthusiasm and work are required to contact buyers, many of whom would be very interested in Kent produce in order to tap this lucrative market which often pays double that of the roadside tourist market.

Maple Syrup

Production:

Kent County has historically been a producer of maple syrup and today has significant stands of maple trees suitable for tapping. The 1976 costs of production are estimated to be about \$7.28 per gallon for which the farmer was receiving about \$13-14.

Marketing:

The market for maple syrup in Kent, Eastern New Brunswick and New Brunswick is so great that it is unnecessary to consider marketing further at this time. However, there are much larger markets in the Maritimes and the New England States. Local marketing can most probably be handled by the producer himself or with the help of a wholesaler if necessary. Any marketing outside the local vicinity of Kent and Moncton could probably be best done by a wholesaler or agent.

In addition to the syrup, maple products such as candy, provide a unique marketing tool and allow for a greater return to the producer.

Flower and Bedding Plants

Flowers and bedding plants have a tremendous potential in New Brunswick. Sales in 1975 amounted to \$1.8 million in flower and potted plants and another \$500,000 in bedding plants.

A recent study shows that the order of popularity is first, tomato transplants followed by marigolds, peppers, impatiens, petunias, geraniums, salvia and cabbage. Three of the eight items were vegetables. Related products which also sell well include cut flowers and made-up display items such as terrariums and hanging baskets.

With a large consumer market nearby, opportunities exist both in the production and distribution areas. Market outlets include roadside stands, roadside markets, traditional markets, such as the farmers' markets, florists, grocery stores and department stores. It is felt that with a little imagination and some decisive marketing, tremendous opportunities are open in the bedding plant and related industries in New Brunswick. The present \$1.8 million in flowers and \$500,000 in bedding plants is estimated to be only about 20 percent of the market potential.

Field Crops

The Maritime Region and New Brunswick in particular, are greatly in need of expanded production in feed grain and offer some opportunities in a number of special crops.

High Protein Grain Crops:

Crops which provide good yields of home grown protein can be grown in the Atlantic provinces. Field peas are well adapted to the region. Yields of 1½ tons of dry peas per acre with protein of 25 percent are possible. Soybeans are suited to the larger frost-free areas of the coast where maximum yields may be 1 ton/acre with 40 percent protein. Rapeseed also has a potential yield of 1½ tons per acre with 20 percent protein but, harvesting and drying difficulties and feeding problems must be resolved before farm production can be recommended. Field beans may also be considered for home grown protein and are also in demand for human food. In addition, there are the old standby grains of barley, spring wheat, oats, winter wheat, and fall rye which have historically been grown in the area and certainly could in 1976 or 1977.

Corn Production:

Corn is a high yielding annual crop capable of providing more tons per acre than any other forage. Good quality corn silage is highly palatable and digestible resulting in greater intake and assimilation by livestock than for most other forages. Although low in protein, corn is exceptionally high in energy, which is the ingredient most required in largest quantities by livestock. This means by supplementing corn silage with high protein hay, a farmer can supply a greater portion of his total livestock feed from home-grown forage, thereby reducing the quantity of grain or high cost purchased feed in the ration. The growing of corn for silage provides an opportunity for the production of a large volume of quality feed for beef or dairy cattle on limited acreage.

Forage Crops:

Modern production practices and new hybrids of forages have almost doubled the potential yields of forages in the Atlantic provinces. Traditionally, it was felt that timothy, red clover, and alsike clover were the best forages for the region. More recently, alfalfa has been greatly improved through breeding and birdsfoot trefoil has come on the scene. Grasses such as brome grass, orchardgrass and reed canary grass now are important in the forage program. Yields of forages are now up to 4 to 5 tons per acre in the Atlantic region and is now most important to the development of a greater home supply of feed.

Pricing of Feed Grain, Atlantic, Quebec and Ontario, July 75 & 74

The importance of developing greater self-sufficiency in feed grains and forages in the Maritimes is emphasized by the attached table that compares feed prices in Atlantic Canada with Quebec and Ontario. In almost every case, Atlantic feed prices are the highest in Canada due mainly to the cost of transportation. Kent County has the physical attributes to play a significant role in increasing New Brunswick self-sufficiency in livestock feed.

Special Crops

Tobacco:

For the 1976 crop season, the Canadian Tobacco Growers Assoc. has negotiated a 190 million pound agreement with the Canadian Tobacco Manufacturers Council at a guaranteed price of \$1.00 per pound. Of this amount, 175 million pounds are for Ontario, 10 million for Quebec and 5 million for the Maritimes produced in Nova Scotia, Prince Edward Island and New Brunswick. For the Maritimes Producers this is down some 1 million pounds.

In recent years, domestic demand has been down to 135 million pounds and imports have risen. Much of the United Kingdom market has been lost due to the British entry into the European Economic Community. At this time, there is some talk of Rhodesia re-entering the world tobacco market which would tend to drive Canadian prices down. Although the Maritime producer has some advantage in costs of production over Ontario, this is not foreseen to be a large enough opportunity in the near future to encourage greater production.

Potatoes—Table:

1976 is looking like a good year for Maritime potato growers due to shortages around the world. Canadian stock of May 1975 are down some 51 percent over a year earlier. Prices are up in New Brunswick to 5.46—6.06 cents per pound from .73—.76 cents per pound in 1975. This is expected to result in a slight increase in plantings in New Brunswick. However, producers can still remember 1975 lows and the ups and downs of the 70's. The Canadian market for potatoes is full of uncertainties and although the long term may prove optimistic, it is not recommended that any sudden influx of producers take place.

Potatoes—Seed:

The best opportunities in potatoes rest in the export market for seed. In 1975 the Canadian Feed Potato Export Agency was established to promote Canadian sales. They are at present arranging sales in South Africa, Kenya, Brazil, Chile and North Africa.

Since the world market is for yellow potatoes, the agency is presently attempting to import Dutch seed to produce in Canada. The introduction of this seed into Kent County would be an ideal opportunity for Kent producers. The present low production of potatoes could possibly be an advantage as little danger to present varieties could occur by the introduction of the Dutch seed. Kent could then be a leader in producing for export markets. However, problems will exist in getting permission to import the Dutch seed and these could prevent realization of this opportunity.

**AVERAGE MONTHLY RETAIL PRICES OF SELECTED
MIXED FEEDS, BY PROVINCE OR REGION**

July 74 & 75

Feed Type and Time Period	Atlantic Provinces	Quebec	Ontario
<u>Dairy Feed (14-16%)</u>			
This month	146.70	142.75	136.28
Month ago	146.89	145.53	138.40
Year ago	136.09	137.42	136.27
<u>Beef Supplement (32-40%)</u>			
This month	186.48	177.89	157.19
Month ago	191.60	182.26	158.33
Year ago	156.03	156.03	148.80
<u>Hog Grower (14-16%)</u>			
This month	154.11	149.68	144.75
Month ago	154.08	152.33	145.00
Year ago	145.25	143.78	143.50
<u>Hog Concentrate (35-40%)</u>			
This month	239.02	214.82	200.38
Month ago	243.27	210.70	199.43
Year ago	227.26	188.48	183.72
<u>Chick Starter (18-22%)</u>			
This month	179.88	175.93	172.60
Month ago	178.55	175.82	171.18
Year ago	172.60	168.32	169.90
<u>Broiler Starter (22-24%)</u>			
This month	189.00	180.05	168.14
Month ago	185.52	178.92	167.13
Year ago	188.66	175.50	170.35

SOURCE: Canadian Livestock Feed Board

Sugar Beets:

In the last year, there has been a lot of discussion regarding the introduction of the sugar beet to the Maritimes. Producers in Western New Brunswick and Prince Edward Island have been approached by Triple A Sugar Corporation of Maine to contract production at a guarantee of \$18 per ton. Already a number of farmers have accepted this contract.

The sugar beet is unusually suitable in Kent County. The agroclimatic factors are in favour of its production as is Kent's location on major roads and rail lines for marketing. The sugar beet is a new crop to the Maritimes, but one which shows a lot of potential to Kent County especially.

Livestock Potential in Kent County

After some serious investigations, it is felt that there are a number of livestock opportunities in beef, dairy cattle, hogs, poultry, sheep, rabbits and horses.

Basis for Consideration:

It has already been discussed that there is the immediate possibility of the additional production of some 44M lbs. of feed grain and some 33M lbs. of forages in Kent County and recognizing the problems of importing feed grains, it is felt that any immediate increase in livestock activities should be built upon local grain and forage capability. It has also earlier been suggested that Kent is capable of producing feed for an additional livestock herd of some 5,369 beef cattle, some 20,730 hogs and some 1,855,000 broiler chickens.

Livestock Operation:

Even though local feed is available for the additional production of some 5,369 beef animals for slaughter, it is felt that a diverse approach should be taken.

Beef Steers and Cows for Slaughter:

It is suggested that a number of opportunities exist for the serious beef farmer in Kent. With the development of an integrated feed-livestock operation, the costs of imported feed would be minimized and a good living made. It is conceivable that a few small feed lots would be established in the south of Kent to act as finishing pens for market as the nearest slaughter facilities are in Moncton.

Raising of Feeders:

As of May 1976, a few feedlots of 200-400 head have been established near Moncton. It is envisaged that farmers in Kent County could very well contract to supply feeders to these lots on a continuous basis. Initial inquiries have proven promising. Buyers preference is for calves weighing about 350-400 pounds. It is also felt that feedlots in Western New Brunswick and Nova Scotia would be most interested in purchasing feeders from Kent.

Dairy Beef:

Although it is considered to be of some immediate opportunity, dairy production is not highly recommended for the long term as a sole operation in itself. However, the development of a dairy beef herd in Kent over the next 5 years appears to be attractive and a money-maker. Dairy beef is the use of the dairy herd as both a milk producer and veal and beef producer, without any specific cross breeding with beef animals or in some cases, cross breeding the dairy cow with a beef bull. Such programs as the F-1 program in Quebec could do three things:

- 1) Develop a greater self-sufficiency in milk in Kent;
- 2) Take advantage of some opportunities available for dairy calf replacement in New Brunswick, Nova Scotia and the Northeastern U.S.;
- 3) Work toward the establishment of a viable beef herd in New Brunswick. It is quite common to find areas such as Ontario, Quebec, and the Northeastern U.S. where the dairy cow has been the backbone of the beef industry.

It is estimated that if the calves were sold in the fall, and the cows were carried over the winter, it would be possible to reduce the consumption of grain and feed up to 80 percent by a heavy ration of tame hay.

Cattle Pricing:

The following table demonstrates the regional differences in beef prices for Ontario, Quebec and the Maritimes 1975/76. Of special note is that Maritime prices are consistently above either Ontario or Quebec prices. Although these wholesale prices are not the actual price the farmer received, they do provide an accurate basis for comparison between regions.

BEEF PRICE COMPARISON 1975/76 (\$cwt)

	1. Oct. 18, 1975			2. Jan. 3, 1976			3. April 24, 1976		
	Toronto			Montreal			Truro		
	1	2	3	1	2	3	1	2	3
A1 & 2 Steers (over 1000 lbs)	51	47	43	—	42.50	43	—	43	46
Common Steers	37	36	35.50	27.35	3.120	38	42	34	40
Slaughter calves (choice & good)	32	42	—	51.40	37.20	—	56	42	—
Feeders over 750 (steers)	41	41	41.50	—	38.20	43	—	42	46
Steer calves (under 300)	—	42	40.50	29.35	31.10	40	33	42	42

Source: Canada Livestock & Meat Trade Report—
Canada Department of Agriculture.

Hogs:

A number of studies over the past few years have concluded that hog operations can be a money-making opportunity in New Brunswick. Such studies recommend that the establishment of a number of 50-100 sow operation in Kent integrated with grain and forage production, would find success. It is estimated that an integrated hog farmer, in order to supply his complete feed requirement, would require the production of about 1 acre of grain (barley) per hog to bring it to market weight, or on a 50 sow operation, 4 acres per sow. The following comparison of hog prices in 1975/76 shows the prices of hogs for slaughter in Ontario, Quebec, and the Maritimes. It is of note that Maritime hog prices are constantly above those of Ontario or Quebec.

HOG PRICE COMPARISON (1975/76 (\$/cwt))

	1. Oct. 18, 1975			2. Jan. 3, 1976			3. April 29, 1976		
	Toronto			Montreal			Fredericton		
	1	2	3	1	2	3	1	2	3
Hogs (under 100 lbs. dressed)	77.25	70.41	64.67	77.25	70.00	64.22	77.95	76.50	65.75

SOURCE: Canada Livestock & Meat Trade Report—
Canada Department of Agriculture.

Poultry:

At present, there are a few good poultry producers in Kent County and from an opportunities point of view, the door is open. However, one attempting to enter the poultry business in New Brunswick will shortly be strictly curtailed and be required to purchase a quota at substantial cost. The National Farm Product Marketing Council is presently reviewing a proposed broiler national marketing plan which will restrict production and most likely, establish New Brunswick as a deficit region as has happened already in the case of eggs. Based on Kent County's ability to produce feed, there are good opportunities in both eggs and broiler and turkey production. However, one should go in with both eyes open. One specific opportunity would be producing under contract for Colonel Sanders Kentucky Fried Chicken outlets. Initial contact has proven optimistic.

Poultry Pricing

A comparison of poultry product pricing in Ontario, Quebec, and the Maritimes is displayed in the following table. Special note should be made of the higher prices received by producers in the Maritimes.

POULTRY PRICE COMPARISON 1975/76 (cents/lb)

	1. Oct. 18, 1975			2. Jan. 3, 1976			3. March 20, 1976		
	1	2	3	1	2	3	1	2	3
Chicken									
under 5 lbs.	35	37	34.25	35.75	35.00	32.50	37	37	37
5-6 lbs.	35.5	36.5	35	35.5	34.75	32.25	41	41	41
6-7 lbs.	36.6	38	36.5	35.5	34.75	32.25	41	41	41
Turkey									
12 lbs.	45	44	45	43	43	43	45	45	45
& under									

SOURCE: Poultry Market Review—
Canada Department of Agriculture.

Some Unconventional Alternative Feeding Opportunities

The problem facing the Maritime provinces with importing feed grains is not new to the Maritimes, other regions of Canada or in any regions of the world for that matter. Consequently, much work has been going on to attempt to come up with alternative feeding systems. Alternative feeding systems have, and are being developed which should substantially lessen the need for relying upon imported feed. Success has been achieved to date in the processing and feeding of waste products such as straw and other crop residues, forestry wastes and animal wastes, in particular poultry litter. A few alternative feeding systems are described below.

Straw:

Britain's largest animal feed manufacturer has just put into production a revolutionary process which doubles nutrient value of barley and wheat straw, and can turn it into a useful ingredient for animal feeds at the rate of four tons per hour.

Built by BOCM Silcock at Kimbolton in Cambridgeshire in the east of England, the process is said so promising that the company plans to build two more

elsewhere in Britain in time for this year's cereal harvest. In the past, the feeding value of the material was limited because much of the nutriment was locked away in the cell walls. But if the cell walls are first broken down by chemicals, the digestion process can utilize some of the walls and all of the starches and other contents of the cells.

The nutritionally improved straw produced has roughly double the nutrient value of ordinary straw. Moreover, it has an energy value two-thirds of that of barley grain.

Potato Silage:

A generation ago it was common practice to make silage with potatoes in many places in Europe and, to a lesser extent, in North America.

A number of cattlemen make silage from surplus potatoes and successfully store them for fall feeding. The results are that a good silage can be obtained by mixing chopped hay and potatoes as they are blown into an upright silo. Steers fed a silage made from potatoes and hay eat more dry matter per day, and gain an equal amount of weight as steers fed corn silage.

Ensiling potatoes mixed with dry feed, provides a way of holding surplus cull potatoes over the summer for fall feeding. It might also be a convenient way of storing potato processing plant wastes on farms not equipped to handle the waste as a slurry. The addition of dry feed at 20 to 40 percent of the weight of potatoes should give satisfactory silage.

The Stake Process:

One process for converting unconventional feed stuff into high protein feed, is a process which treats forest products and product wastes and crop straws, under steam and pressure. The plant which is now available in Canada, breaks down the walls of the cells and produces a highly digestible pelletized animal feed.

Poultry Waste:

Poultry waste has been found to be a highly digestible, high in protein, feed for cattle. Some analyses have shown poultry litter to be composed of up to 37 percent protein. A number of cattlemen in Ontario are presently feeding a ration of 70 percent poultry waste and 30 percent corn over the winter, with no adverse effect on the quality of meat or milk or on the animals' health. In addition, it has been proven that a ration of broiler litter, corn and hay, produces a very good feed for sheep.

Conclusions

Unconventional feeding supplies are evolving. Restrictions that applied to livestock production in the past, need not restrict production in the future. It is suggested that after further exploration, a pilot project on alternative feeding systems be set up in Kent County.

Horses:

It is envisaged that there are good opportunities for the breeding and raising of horses. A number of things are happening on the scene which open doors to Kent County farmers.

High land values are now driving riding stables away from big Canadian and U.S. cities. Low land prices, good labour, and an abundance of feed could attract some operations to Kent.

The recreation riding horse scene has risen the demand for good horses to an all-time high. Opportunities exist for the breeding and training of such horses.

And there is a definite shortage of good draft horses, such as those needed by the beer companies and others for advertising. They have to buy them somewhere and there are just none around. Why not Kent County?

Sheep Production:

The present demand for lamb is higher today than it has been for the past decade. The Montreal and Maritime markets are finding it necessary to import fresh lamb from the U.S.

Kent County has the physical capability of filling much of this gap in supply. It is suggested that similar projects to those now being undertaken in Nova Scotia and Cape Breton, would fare well in Kent. Since sheep are not grain eaters, this is seen as a good opportunity to take advantage of much of the class 4 and 5 land that is presently under grass. Following Nova Scotia's example, it is felt that the best breeding stock for sheep for Kent would come from Scotland. However, there are problems to be encountered with import quarantine regulations which must be planned for. Another present limitation would be the lack of slaughtering facilities for lambs in the Kent-Moncton vicinity. However, facilities do exist in Truro, N.S.

Additional opportunities are seen in the tanning of sheep skins with wool on or the separate sale of wool to women's boutiques in Montreal, Boston and New York, or the sale of wool to clothing manufacturers. Development of these opportunities might very well result in the establishment of a small tannery in Kent.

Rabbit Production and Slaughtering:

This committee feels that there are significant opportunities for the production and slaughtering of rabbits for the Maritime and Quebec markets. Preliminary results of a market survey show a good market demand and ready buyers for rabbits from Kent County.

With the establishment of the New Food Products Company Ltd., and the Rabbit Ranchers Enterprises, the people are already moving forward. After some difficulty obtaining required support, the plant was opened in late May 1976. The result is an immediate opening for 18 employees with future expansion being discussed already.

Present limitation on the expansion of this enterprise are affected only by local production and slaughtering capability and the ability to get the meat to market. The potential size of the market is virtually unknown but offers almost unlimited opportunities at this time.

Honey Production and Marketing:

The market for honey from Kent County appears to have several opportunities. At the present retail price of 88-95c/lb., the beekeeper is receiving either 40c/lb. from the wholesaler or 65-70c/lb. from the retailer. Up until the last six months, the Canadian market for honey has been very lucrative. Since that time, a large quantity of honey from Argentina and Mexico has been brought into Canada. As a result, there is a large surplus on the Canadian market.

However, there are specialty markets open to producers from Kent. Conversations with brokers in Halifax, Boston, New York and Montreal indicate a ready market for pure Kent honey in the health food stores due to the fact that little fertilizer and chemicals are used in Kent. Wholesale price is estimated to be as high as \$1.10/lb, CIF Boston.

Production of honey in Kent is best suited to groups of 20 hives in or near fields of clover, golden rod or astres or near apple orchards, where yields of 65-75 pounds per hive are possible.

Although production costs of honey in New Brunswick are somewhat higher than in Ontario, there are available a number of opportunities such as marketing to the tourist trade that should substantially increase returns to farmers.

But What Will It Cost To Produce?

Production Cost Comparison as of May 1976: Kent County N.B. vs. Glengarry County, Eastern Ontario:

Very often the discussion of potential agricultural production in Kent County or the Maritime provinces, focusses on the belief that there is a significant disadvantage in costs of inputs to the Maritime farmers.

A check of farm prices in Glengarry County in Eastern Ontario versus those in Kent County in May 1976, revealed slight disadvantage in operating costs but advantages in fixed capital costs in Kent County's favour. The fact that Maritime Canada receives continuously the highest prices for their products, has already been discussed. Consequently as far as operating costs go, a slight disadvantage in input costs is not harmful if it is compensated for on the output side. As far as fixed costs go, it is generally cheaper to enter farming in Kent County than in Glengarry, and certainly much cheaper than to enter farming in the prime horticultural regions of Ontario and Quebec, where farm land sells from 1,000 to 2,000 dollars per acre. Machinery in the Maritimes is about 15 per cent higher than in Glengarry, but could be reduced, it was found, by shopping around in Nova Scotia or Western New Brunswick.

The evidence gathered to date does not support the widely held belief that Maritime agriculture cannot be cost competitive with Ontario and Quebec.

Profitable Returns:

In conclusion, it is felt that there are many agricultural opportunities facing Kent County. However, it must be emphasized that the menu for Kent should be diverse. Greatest return to farmers will be found by combining a number of compatible enterprises so as to maximize return to labour, investment and management.

It is recognized that for some commodities, the cost of production will be higher in Kent than in Ontario, but the prevailing higher prices for commodities in the Maritimes appears to provide ample compensation.

In general, there is every reason to believe that a large number of agricultural commodities can be produced in Kent County at a profitable return to the farmer.

PRODUCTION COSTS—MAY 1976

KENT COUNTY, EASTERN N.B. vs. GLENGARRY COUNTY, EASTERN ONTARIO

(\$)

	Kent	Glengarry
Fertilizers (ton)		
19-19-19	168.50	158.
5-20-20	146.	123.50
Lime/50 lbs.	.75	2.50
Seeds (/cwt.)		
Forages		
Timothy climax	57.	50.
Alfalfa vernal	125.	115.
Clover red	97.	80.
Trefoil empire	210.	195.
Bromegrass vaylor	132.	122.
Corn rs 259 co-op (80,000 kernels)	42.	42.
Grains		
Barley volla	16.	13.
Oats stormont	12.50	13.
Wheat	16.50	—
Chemicals		
Atrazine/lb	3.40	4.85
2-4-D/gal	9.	11.30
Land/Acre	35.	500.
Labour	2.65	2.65
Gasoline/gal	.50	.49
Machinery		
Massey-Ferguson 265 tractor	9,500.	8,000.

SOURCE: Standing Senate Committee on Agriculture Research

PRODUCTION COSTS—MAY 1958

KENT COUNTY, EASTERN N.E. & CLEGGARY COUNTY,
EASTERN ONTARIO

These production costs are based on the 1957-58 season and are intended to provide a basis for comparison with other areas. They are not intended to be used as a guide for pricing or as a basis for determining the cost of production in other areas. The costs are based on the following assumptions:

1. The costs are based on the 1957-58 season and are intended to provide a basis for comparison with other areas. They are not intended to be used as a guide for pricing or as a basis for determining the cost of production in other areas.

2. The costs are based on the 1957-58 season and are intended to provide a basis for comparison with other areas. They are not intended to be used as a guide for pricing or as a basis for determining the cost of production in other areas.

Item	Cost	Item	Cost
Grain			
Barley	16		
Oat	11.50		
Wheat	16.50		
Chemicals			
Ammonia	1.40		
2-4-D	2		
Land/Acre	35		
Labour	1.50		
Gasoline/gal	20		
Machinery			
Machinery-Program	25		

Source: Based on Ontario Agricultural Statistics

Chapter VI

WHAT IS BEING DONE FOR KENT COUNTY?

Over the past ten years, there have been many government programs which have been touted as the saving grace for Kent County, and others like it but "One would have to be quite naive to think that the results to date, and those anticipated by government officials, will produce any turnaround in agriculture or rural development. At best, it will slow down the trend" (MacEachern). Because generally Canada does not have "any co-ordinated program for attacking poverty, whether in Kent County or anywhere else. We are well geared at the multi-national level, at which we have all kinds of programs" (Kristjanson).

The government programs we do have are not designed to keep people in agriculture: they have been "designed implicitly, if not explicitly, to reduce the number of farms through amalgamation, the assumption being that larger land holdings are better equipped and mechanized, and would produce a more affluent and stable agricultural community" (MacEachern). For "federal policies are established for the country as a whole and do not always meet the needs of the poorer and disadvantaged regions such as the south-eastern area of our province" (Bourgeois).

For these reasons "Many people in the rural areas are skeptical, and they have a real right to be so. My concern is that governments at the federal, provincial and municipal levels, can, through their attitudes, leadership and legislation, enhance the spirit of a people or, conversely, can effectively retard or even destroy it" (MacEachern).

In actual fact, the record of governments involvement in rural development is terrible. The programs of governments are inconsistent: "one moment there is a study relating to the potential of our primary resources, and then they have told us that in the schooling area, it is better to prepare our youth to go and live elsewhere. This really meant that our youth have no future here, and that they would be better off to prepare themselves to earn a living in the economic growth centers of Saint John and Moncton, created by the Department of Regional Economic Expansion of Canada" (Bourgeois).

Hence, either because of or in spite of past and present government policies "Kent County has been neglected and isolated from the opportunities which exist and the technologies which are available" (MacEachern). Much of this cause stems from "the difficulty that government looks at something and says it is not viable, therefore it cannot be viable: yet development, in my opinion, is how the human potential in Kent County can be up-lifted" (MacEachern).

Federal Programs

Small Farm Development Programs:

In 1969, H. S. Olson, then Federal Minister of Agriculture, brought attention to the plight of rural communities. "Unless we develop new concrete programs, many Canadian operators and, in fact, the whole rural community, will be threatened". Whereupon he introduced the Small Farm Development Program which was discussed by the Rt. Hon. P. Trudeau. "The program now under consideration is our last chance. It must succeed, otherwise everything (the rural society) will collapse".

This program is based on an agreement signed on Oct. 23, 1972 between Canada and New Brunswick. The program consists of *a*) a land transfer program which assists the sale of land and *b*) an information program of rural counselling and farm management consulting services.

As of May 1, 1976 some 14 vendor grants have been approved since 1972 for Eastern New Brunswick by the Moncton office. In addition, another 4 special credit offers were approved for all of Eastern New Brunswick to help farmers leave the land.

As part of the agreement, Agriculture Canada is to provide three farm counselors to be stationed in Grand Falls, Fredericton and Moncton, all of which were vacant as of June, 1976

As of June, 1976, the Small Farm Development Program in New Brunswick had been a failure in rural development and "on reading the record, I would say that the Small Farm Development Program could never have helped Kent County" (Kristjanson).

A first, it was felt that "the federal Department of Agriculture's Small Farms Program was a timid step forward in the right direction, but it was far from being sufficient" (Bourgeois). Specifically, it could be said that the SFD program failed in New Brunswick because: (1) It was designed to help people leave agriculture but "Ninety percent of the people in Kent County were not interested in selling, they were interested in staying" (Kristjanson). (2) It was designed along the "Big is Beautiful" philosophy. "I think it would be wrong to start with a presumption that farming, even small-time farming, is not profitable now" (MacEachern). There is "no convincing evidence in the last five years that enlarging the farm size is the key to improving farm viability on the majority of farms. In fact, there is ample evidence to the contrary" (MacEachern). (3) The counselling service which was to be an integral part of the program never really got started. The program's ineffectiveness proved frustrating for the staff hired. In addition, problems existed in obtaining good French-speaking staff for the Maritimes office, which in fact, never did materialize. (4) The administration of the program by the Farm Credit Corporation proved a mistake, as this organization does not carry a good reputation in the Maritimes among the farming community. (5) This program was not designed as a "small farm" program. It was designed to get people off the farm and make those who remained big. (6) The program has no concern with "development" whether it be agricultural, community or people development.

Recommendation:

That the Small Farm Development Program be re-evaluated including its purpose, objective and functions in light of promises of Messrs. Trudeau, Whelan and Olson. That the program with regard to agricultural development in the Atlantic Provinces undergo serious changes to adapt it to the requirements of the region.

Farm Credit

The Farm Credit Act of Canada empowers the Farm Credit Corporation to lend money to Canadian farmers at a subsidized interest rate on land and chattel secured loans. In addition, the Farm Credit Corporation lends under the Farm Syndicates Act to farm co-operatives, and is responsible for the administration of the Small Farm Development Program.

The Farm Credit Program in New Brunswick, and especially in Kent County, has not been a success. The approach of the F.C.C. in financing agriculture in Kent and much of the Maritimes, rests on the fact that they "refuse to make loans saying that there is no future in farming in Kent" (Bourgeois). On the other hand, "the federal and provincial loan policies, have been directed towards the establishment of commercial farms" (Bourgeois), for which they are prepared to make loans.

It is felt that the F.C.C. program as an instrument for rural development, has failed in New Brunswick because:

- 1) The program is geared towards large scale operations such as in Western Canada and Ontario.
- 2) The program does not encourage small farmers to get bigger and better, but tends to help big to get bigger.
- 3) With its complete concern for repayment capacity of the borrower, the program is unable to act as a vehicle for rural development and help out the small farmer.
- 4) Of the negative attitude of the corporation and its staff towards farming and farmers in Eastern Canada does not appear to be very positive and their knowledge of agricultural opportunities often seems somewhat lacking.

The Moncton F.C.C. office should be there to serve the farmer, not the federal treasury.

Recommendation:

That the F.C.C. in cooperation with the Small Farm Development Program establish a program aimed at agricultural development and not merely stabilization.

Since the late 60's, the Department of Regional Economic Expansion has been in charge of the development and implementation of regional development programs in Canada. Unfortunately, much like its predecessors, ARDA, it has been less than successful, especially in the Maritimes.

The DREE and some of its programs, have perhaps done more to hurt rural Canada than if they had done nothing at all. "You see, when you improve and make a deliberate attempt in Moncton to improve the social security things, housing and so on, it is a very important drawing card for people in Kent County. As some of the people in Moncton go on welfare, the labour from Kent County goes there and works at lower wages for a time—usually it is seasonal—but it is a pull, a tremendous pull. All of this has discouraged investment in rural areas, directly encouraged movement out of rural communities and facilitated further deterioration. Anybody who makes an investment in a rural community and sees the pattern of focus on urban areas attracting people, knows that his asset is not going to appreciate" (MacEachern).

Like its successor DREE, ARDA programs "had brought some hope to our province and to our country. In fact, one of its aims was to face agriculture as one of the possible methods to use the land and to systematically try to adopt the best methods of use in every case. One wonders today if it has not been decided that the best method of use of the land was not to let it be invaded by alders or to let it be sold for taxes to some financier or to American tourists" (Bourgeois).

As a result of inconsistent and ineffectual programs, "farmers are asking themselves several questions. Why does the federal government not place at the disposition of farmers or group of farmers equally important sums of money? Why is it so easy for a company to receive millions within several weeks, while the people in Kent County have to wait more than 10 years for the possibility of obtaining money from the ARDA program? Why do firms receive millions while a co-operative in Kent County cannot get any help?" (Arsenault). And the answers seem to come often and continuously for "the government has been announcing the ARDA program for ten years now. It has survived several elections and up to now, it still remains on the list of electoral promises" (Arsenault).

But in light of its past programs and ignorance of the rural community, they are told DREE is seriously interested in rural development. "I would be inclined to say that although we feel it is important to maintain the momentum that has been achieved in some of the urban centres in Atlantic Canada, if anything the shift and the momentum is to sectoral agreements affecting the primary industries including agriculture" (Love).

And as a result of this "new attitude" towards rural development, some "progress" is being made. Currently there is an Agricultural Development Subsidiary Agreement under the General Development Agreement with New Brunswick, which will cost \$7.5 M over 3 years (of which the federal contributions is 80%) and which terminates on March 31, 1977. The Agreement provides financial assistance to develop the following:

- a) Commodity areas such as blueberries, greenhouse apples, vegetables, sheep, beef, dairy, feed grain and protein production, and export seed potatoes.
- b) Farmers through farm management training, establishment of commodity groups, farm labour supply, and provision of professional and technical staff and information and demonstration services.
- c) Planning for future agricultural development through support of an Agricultural Resources Study group.

Recommendation:

That the DREE give higher priority to the development of rural Canada, and acknowledge the importance of agriculture in this development process and work closer with the local people when establishing a development program.

Kent County Pilot Project

This project was signed between Canada and New Brunswick on February 17, 1975 to identify development opportunities and assist in their realization through the coordinated and concentrated application of relevant federal and provincial programs. The total cost of this program is about \$2.7 M. of which \$2.2 M is the federal share. The project is a sub-agreement of the General Development Agreement signed between Canada and the province. As of June, 1976, some activity has taken place, a few projects have been initiated, some opportunities identified and a little encouragement for the realization of opportunities. It is hoped that the DREE program in Kent County has not been once again announced and forgotten. Perhaps this time Kent will have something to show for this \$2.7 M.

Recommendations:

That the proposed \$1.4 million for projects be increased to \$2.0 million of the total \$2.7 million program.

That the management committee for this program be enlarged to include 2 representatives of the people of Kent County.

Kent Economic Development

KED is a small industry incentives program which provides funds for loans up to a maximum of \$60,000 forgivable at the rate of 30 percent of the approved capital cost for modernization and expansion or maintenance and repair of existing industries, or 50 percent of the approved capital cost of new industries. To be eligible, a project must involve manufacturing or processing of a maintenance or repair facility relating to the manufacturing sector. This project is administered by the N.B. Industrial Finance Board through the DREE and the Department of Economic Growth. The funds are provided by the Kent Pilot Subsidiary Agreement.

Community Improvement Corporation

The C.I.C. is a Crown agency of the Province of New Brunswick set up to administer the financing of the sub-agreements of the General Development Agree-

ment. In the case of the Kent Pilot Sub-Agreement, they also administer the project initiation aspect of the agreement. For this reason, they have regional offices in Buctouche and Richibucto where petitions for projects may be made. These petitions are then brought to the attention of the C.I.C. headquarters in Fredericton where a Management Committee meeting is held with the DREE representative to evaluate the project and grant.

The corporation is providing funds to several projects in the County. These include the Christmas Tree project in Buctouche, the Brussels sprout project in Rogersville, the cold storage processing plant for vegetables in Ste Marie de Kent, a trout farming project in St. Louis de Kent, oyster production co-ops in Buctouche, Richibucto Village and Grande-Digue, and the community center at Acadieville. They are also helping the co-op restaurant, l'Acayen.

The corporation is also responsible for the overseeing of the 5 regional councils, CRASE, CRAN, NRDC, CRANO and SEDC set up under the Assistance to Regional Development Organizations program.

New Brunswick NewStart Inc.

NewStart was a program of social action research formulated between 1965-67 and first implemented in New Brunswick in 1969. It was set up as a private company, 100 percent federally funded by the DREE. The shares issued, however, were owned jointly by the federal department and the New Brunswick Department of Education. The program originally had a mandate of five years to research the reasons why the populace of Kent County were relatively disadvantaged vis-à-vis other areas of Canada. Although NewStart was set up as a social research program, it soon became involved in many local projects and expanded its horizons to include them.

During its first 5 years of operation from 1969 to 1974, NewStart had an annual budget of between \$900,000 and 1 million dollars. When the program was extended two years, the budget for the final two years was reduced to \$1 M.

During their years of operation, NewStart initiated such programs as homemakers courses, information centers, day-care centers, kindergartens and helped residents write LIP projects and apply for OFY grants. It was involved in many Adult Training programs as well.

As NewStart's original expiry date approached, it was realized that some very valuable projects had been initiated and that these should not be abandoned. Therefore, NewStart's mandate was extended two years to March 31, 1976. These projects included the Grande-Digue Bay Oyster Co-operative, the Buctouche Oyster Co-operative, oyster operations in Richibucto Village, and Information Centres in Acadieville, a blueberry land re-utilization program and Arts and Crafts Projects involving large numbers of women.

On March 31, 1976, NewStart's extended mandate expired and the company was disbanded. Those projects which were deemed viable are being continued under

the Kent County Sub-agreement, under the General Development Agreement administered by DREE. These agreements are jointly funded by the federal government and the provincial government.

It should be noted that the New Brunswick program was one of social action and not economic. It had no direct involvement with agriculture, but worked towards rural development on the social side. What it failed to realize, is that without an economic base, the social element by itself will not continue to attract the population. In general, it appears that the project was extremely successful in what it attempted to do—but perhaps this was just not enough. One of the recommendations made at the Senate Committee's hearings was that "NewStart be given a competent staff in agriculture, in forestry, in fisheries, and in tourism, and that it be ordered to make a constructive work in developing our resources in co-operation with the people and other agencies which already work with them" (Bourgeois).

The apparent success of NewStart on the social side suggests it may perhaps serve as a model for a community oriented economic development association.

New Horizons:

New Horizons is a social service program administered by the Federal Department of Health and Welfare. The aim of the program is to provide retired people with the funds to carry out projects of their own interests and which fill local needs. Interested groups must consist of no less than 10 retired persons and must be able to show where subsequent funds may be obtained. New Horizon grants are meant only to start a project off and may not be used to maintain a project. Grants average around \$6,000 and must be approved by the minister of the department upon the recommendations of the field representative and the regional officer.

From April 1973 to May 1976, New Horizons funded 19 projects for a total of \$106,081. Most of these projects were for recreational purposes, 2 for drop-in centers, 2 for crafts and recreation and 1 to replace articles lost in a fire. It is doubtful that any had a lasting impact on the economic base of the community where they were located.

Recommendation:

That in economically depressed regions, the New Horizon program emphasize economic development projects.

Local Initiatives Program

The Local Initiatives Program is administered by the Federal Department of Manpower and Immigration. The aim of the program is to create job for those drawing unemployment insurance or welfare benefits during peak periods of unemployment. The projects are short-term, lasting a maximum of 30 weeks and terminating on or before June 26. Anyone is eligible to apply for LIP grants—individuals, associations, municipalities, etc.—so long as the project fills community needs, does not duplicate existing services, and will provide work for 60 man-weeks. These grants are meant to cover wages and minimal operating costs only; if money is needed for capital, it must be found elsewhere. When the program started in 1971,

the maximum grant allowed was \$75,000 and by 1975-76, this maximum was raised to \$100,000. Total grants are given by individual constituency determined by unemployment rate.

For 1975-76, 34 projects were approved for Kent County, totalling \$545,148. Most of these projects were community improvement or recreation projects. Four projects were sports oriented, 4 were concerned with farming, forestry or fishing. Since the start of the program, the same pattern has been followed throughout its existence. "I think that we could build something more solid and that would last longer for the economic development of our region than some Local Initiative Project" (Bourgeois).

Recommendation:

That in economically depressed regions the LIP emphasize projects which will have long-term economic benefits and play a role in overall regional development.

LEAP—Local Employment Assistance Program

The LEAP program is very similar to the Local Initiatives Program. The major difference is that the LEAP projects are funded for up to 3 years with a possible extension of 6 months. The goal of the project is to create jobs in an enterprise which will become self-sufficient after 3 years. The entire grant must be used to pay wages. The target population for these programs are the unemployables, those whose earnings are under the poverty level and people who work less than 26 weeks during the year.

In N.B., the total budget for the province is \$1,002,000 for 1976. Only one project has been funded in Kent County. Since May 1973, the Buctouche Oyster Farm has received \$648,000 in grants.

Opportunities for Youth:

The Opportunities for Youth program was started in 1971 under the Secretary of State. In December 1973, the program was transferred to Canada Manpower. Any student between the ages of 16 and 25 was eligible to apply for a grant. There was no maximum grant allowed but they were usually \$20,000 or less, the average grant being around \$8,000. Operating expenses of the project were to be no more than 10 per cent of the salary budget. Projects were evaluated by regional officers on local needs and employment situations.

During the years '73, '74, and '75, 43 projects were carried out in Kent County for a total expenditure of \$282,996. These projects were on the whole of a recreational or social nature; some were on a cultural level and 2 projects were of an information nature.

The program was discontinued in the early months of 1976.

"It seems to us that very often, these two offshoots (LIP and OFY) of federal policies only serve to produce wool blankets or baseball teams. Of course we need them however they should not be over-estimated. Farmers think that these projects

should be directed towards the community, such as projects involving young people on farms" (Arsenault).

DREE Grants

From July 1, 1969 to May 31, 1976, 7 projects have been aided by DREE grants in Kent County. The total grants were for \$332,651 while total capital expenditures for the projects were \$1,137,951. Via the 7 projects, 83 direct jobs were created. But again, these projects had no direction in an overall economic plan.

Transfer Payments From The Federal Government To The Province

Unemployment in the Maritimes has consistently been higher than the national average. In Kent County, on a yearly average, it is 40 to 50 per cent higher than for the province, in addition to seasonality of employment. For example, in 1970 transfer payments accounted for 22 per cent of all income in Kent County.

Unemployment Insurance

Unemployment insurance payments have been higher in Kent County and rise significantly each year. In 1973, \$3.8 M was paid out in benefits, \$4.5 M in 1974 and \$6.5 M in 1975.

Welfare

Social welfare payments also accounted for a significant per cent of the total income. Presently there are approximately 1,088 heads of family receiving welfare benefits at an average of \$325 a month. This means that yearly, some \$4.25 million is paid in welfare in Kent County.

"For some years now, it seems that Welfare is becoming a refuge for the victims of bad government policies.

Welfare does all it can to discourage the recipient, through a number of stupid laws, to work at a job, however small it may be.

Do you not think it is about time the government should stimulate these people to work instead of encouraging them to do nothing. Farmers need farmhands and very often a welfare recipient needs work to regain the will to live.

We hope that, in the future, Welfare will not be the only alternative for farmer's" (Arsenault).

Recommendation;

That the federal government empowers the Unemployment Insurance Commission to provide incentives to individuals and organizations in economically depressed regions to decrease the unemployment rates in the form of short term grants to newly employed individuals and new employers, equivalent to one-half the payment the individual would have received from the U.I.C. over a period of 2 months.

Feed Freight Assistance Program

Shortly after World War II, a federal act was passed allowing for a transportation subsidy on the movement of Western feed grain to Eastern Canada. The purpose was to encourage the establishment of an eastern livestock industry by providing feed grains at prices close to those paid in the west. This program was somewhat successful as a significant livestock industry developed in Ontario and to a lesser extent in Quebec and the Maritimes. With the establishment of grain and corn production in Ontario and Western Quebec, the Minister of Agriculture, Mr. Whelan, announced June 1976, the cancellation of the subsidy to Ontario and Western Quebec livestock producers. However, this program is to continue for Eastern Quebec and the Maritimes.

Unfortunately, over the past 30 years, little has been done to encourage grain and forage production in the Maritimes. Western grain was so cheap no incentives existed for local production. It is hoped that present changes would give some incentive for the development of grain and forage varieties specifically adaptable to the Maritimes and that local production will ensue. However, this is fully conditional on the development of "incentive programs" that work, a type of program which the federal Department of Agriculture has not been good at in the past.

Recommendation:

That the Federal Minister of Agriculture undertake the establishment of a Regional Feed Development Incentive Program for the Atlantic Provinces at an early date.

National Farm Products Marketing Legislation

With the advent of the NFPM legislation of the early 1970's, orderly marketing became the slogan for eggs and later turkeys. This legislation establishes the Canadian market and distributes it by province according to the size of past production and marketing. What in fact this does is maintain the status quo. With respect to New Brunswick and the Maritimes, it guarantees that their status as a net importer of eggs and turkeys will continue and guarantees this market to other provinces. As a result, New Brunswick is not allowed to move closer to self-sufficiency by increasing production. The whole concept as outlined in this legislation is detrimental to the growth of agriculture in the developing regions. Unfortunately, if all other provinces sign, so too must the Maritimes or be the dumping ground for other sellers. In actual fact, the legislation appears to have been established as a stabilization measure for the well-to-do provinces who are attempting to protect their historic markets in the agriculturally depressed regions.

Agricultural Research

The federal Department of Agriculture Research Station in Fredericton is commissioned with the task of developing suitable crop varieties for the Maritimes. Unfortunately, the past record of the Fredericton station is not good. Little, if anything, has been done in finding new varieties of grain, forages and vegetables readily adaptable to the Maritimes region. Likewise, little has been done in livestock nutrition. The station has basically become a potato station showing little interest or support for work in other crops. The present budget of the research station is \$2.2 M

of which much goes for the salaries of staff who should be more in touch with the needs of New Brunswick agriculture. With research budget and staff cuts, it is felt that the federal Department of Agriculture is basically, over a period of time, jeopardizing the effectiveness of this station at a most critical time. The need for this station is tremendous if it would only address itself to the real problems of Maritime agriculture.

Recommendation:

That the federal research station in Fredericton be immediately commissioned to undertake research into the development of new crop varieties for the Atlantic Provinces in vegetables and feed crops and grains.

Agricultural Stabilization

This Act supports the price of specific agricultural commodities at 90 per cent of the 5 year average and provides an adjustment based on a change in the costs of production. In 1975-76, New Brunswick payments were \$4.5 M for potatoes and beef. In addition, another \$1.6 M was paid to dairy farmers by the Canadian Dairy Commission for industrial milk.

Some of the basic problems have been overcome with recent amendments cited above, however many feel that "price stabilization programs where we use 90 per cent of the last 5 years' average which, in an inflationary economy such as we have, means nothing" (MacEachern).

This program provides some security for Maritime farmers but certainly does not provide the type of incentive perhaps required to undertake the risk involved with the great fluctuations of commodity prices.

CANFARM

The Canfarm is a personalized computer farm accounting system operated by the federal and provincial Departments of Agriculture. There are 209 New Brunswick farmers on the system and less than 10 in Kent County. The system is aimed at the large, well educated farm operator and requires training and plenty of time if it is to be used. CANFARM is of dubious value to the majority of farmers in developing regions and the enrolment in Kent substantiates this. The other problem in Kent is that there are no field services available and especially none in the French language. There is a need in Kent County for a farm management consultation service which would provide a simple version of CANFARM to the farmers.

Provincial Programs

The New Brunswick Department of Agriculture and Rural Development is responsible for the formulation and administration of agriculture and rural development programs in the province.

Research

The New Brunswick Department of Agriculture relies almost entirely on the federal research station for all aspects of agricultural production research. In the

area of market research, the department acknowledges its responsibility but little else. It is only since the announcement of the "Resources Study" that any market research has been conducted at all. It is hoped that these market studies would lead to the organization of marketing systems and the appropriate production capability.

Recommendation:

That the New Brunswick Department of Agriculture and Rural Development establish an agriculture and food marketing group as well as re-establish the recently disbanded rural development branch, but with a new and enlightened mandate.

Education

An effective agricultural education system is essential to the farm community if it is to satisfy its need for qualified new farmers, for the continued development of the managerial and technological skills of its practising farmers and for a responsive extension system. Without access to such a system the farm community will lose its ability to compete with other areas more favourably served by an education system. In areas such as Kent County, an easily available education program will not only benefit the practising farmer, but will also spark and encourage an interest in agriculture among the young people, particularly if instruction is available in their mother tongue.

For a complete education system, four levels must be considered:

- 1) the initial education—primary, secondary, summer employment;
- 2) the vocational education—degree, diploma, apprentice, etc.;
- 3) the continuing education—formal, informal;
- 4) the extension education—information system.

In New Brunswick, agriculture courses are not available in the secondary schools and have not been available for some twenty years. When the Regional High School system was first established, courses were provided; indeed in rural areas, the principal was required to be qualified in agriculture. These courses were not well patronized and were dropped from the curriculum.

Regional Institutions:

In the Maritime and Quebec regions, there are 22 universities and colleges. Of these, only 3 institutions offer degree courses in agriculture. They are Macdonald College (McGill) in Ste Anne de Bellevue, P.Q., Laval University in Quebec City, and the Nova Scotia Agricultural College in Truro, N.S.

Macdonald College:

At Macdonald College, degrees are offered in Agriculture, Agricultural Chemistry, Agricultural Economics, Agronomy and Animal Science at the Bachelors,

Masters and Doctorate level. A diploma program, which lasts two years, is offered in Agriculture and includes courses in Agricultural Engineering, Agronomy, Animal Science, Biology, Chemistry, Economics, English, Extension Methods (leadership and communication), Horticulture, Mathematics, Microbiology, Physical Education, Physics, Soil Science and Woodlot Management. The emphasis of the program is on the practical side.

Laval University:

The Université Laval offers a Bachelors degree in Applied Science from the faculty of Agriculture and Nutrition Sciences. A Master's degree is given in research and a PhD is obtainable. Degree programs under Agronomy include Bio-Agronomy, Agro-Economy, Rural Engineering, Food Products and Consumer Affairs. After much encouragement and promotion by the Senate Standing Committee on Agriculture, there are now some 20 French-speaking students of the province of New Brunswick working on an Agriculture degree at Laval who, it is hoped, will soon return home to contribute to agriculture in Kent and elsewhere in the province. Quebec Agricultural Technology programs are offered at two institutions, LaPocatiere and St. Hyacinthe in Agricultural Technology, Soil Technology and Rural Engineering in conjunction with the Technology programs are offered at two institutions, LaPocatiere and St. Hyacinthe in Agricultural Technology, Soil Technology and Rural Engineering in conjunction with the provincial departments of Agriculture and Education. Laval offers the only degree courses exclusively in French.

Nova Scotia Agricultural College:

The Nova Scotia Agricultural College in Truro, offers the first two years of a four year course leading to a degree in Agricultural Science and the first 3 years of a five year course leading to a degree in Agricultural Engineering. The degree in Agricultural Science may be completed at Macdonald College, the University of Guelph or the University of Maine. The degree in Agricultural Engineering can be finished at the Nova Scotia Technical College. Diplomas of the college are obtained after completion of two years in Agricultural Science and after three years in Agricultural Engineering.

Technician and Technology courses are also offered at N.S.A.C. These include Technician, Agricultural Business, Animal Science, Plant Science, Agricultural Engineering, all two year courses. Among the technology courses are included technology Studies for Graduate Technicians, Studies in Biology and Chemistry Laboratory Technology and in Ornamental Horticulture Technology.

In addition, the New Brunswick Community College, through the Grand Falls Trade School offers occupational training in Agriculture: General Farming. This program is given in French and is designed to provide the student with the basic knowledge required to be successful in the farming industry.

On the continuing education side of the picture, of greatest note are the Vocational Training Courses given by the Nova Scotia Agricultural College, through Canada Manpower. Courses are offered in many subjects and in many locations throughout the Maritimes.

Perhaps the most positive activity in agricultural education in New Brunswick is taking place at the Université de Moncton. After three years of encouragement and promotion by the Senate Standing Committee on Agriculture and after numerous meetings with representatives of the Université de Moncton and the Université Laval, it now appears that an agreement is expected to be reached between the Université Laval and the Université de Moncton to provide courses in agriculture in French at the Université de Moncton. A student will be able to complete the first two years of the Agronomy degree courses at the Université de Moncton and then complete the final two years to obtain the degree at Laval. Hopefully, this program will start in the fall of 1977.

Memramcook Institute:

The Memramcook Institute now stands on the old site of St. Joseph's College. In 1898, St. Joseph's obtained university status but when it became affiliated with the University of Moncton in 1963, it renounced its university status and once again became St. Joseph's College. In 1965, the site of Memramcook was abandoned as the College moved to Moncton, where it ceased to exist in 1973. When the College moved to Moncton all courses in agriculture were stopped.

The Memramcook Institute was established in 1968 by the provincial government as a non-profit corporation. It is essentially a residential centre for adult training and education and research. There are only two ongoing courses offered at the institution: French as a second language and Adult Training Skills. All other courses must be funded by those wishing to take them. For this reason, there are at present no courses offered in agriculture; there are no funds. The farm is maintained as a tool for teaching, however, and any profits made from it go back into the institution. The land and buildings themselves are rented to the institute from the province on a 99 year lease. At one time, funds for training programs were provided by Canada Manpower but have since been discontinued.

The Needs

Perhaps the best way of estimating the information system is by listening to the people themselves. Throughout this committee's hearings, there were repeated pleas for more information on existing programs. Students do not know which programs are open to them and which careers exist in agriculture. Farmers are not always aware of programs available and if they are, cannot find adequate information about them to benefit from them. There is clearly a need for a well-integrated information system in the rural areas.

There is a severe shortage of agricultural extension workers able to work in the French language. Ideally this gap should be filled by residents of the area who have received advanced education. However, agricultural training in French is not available in New Brunswick and those who wish to study in French must raise sufficient money and leave their homes to move to Quebec where such training is available. This seriously restricts those who are able to go. Those fortunate enough to complete their studies often do not return and so the gap remains. Clearly, the education facilities available for agriculture and rural development in New Brunswick are not adequate to fill the needs of the residents, particularly the French-speaking residents.

Extension

The Department of Agriculture and Rural Development is responsible for the dissemination of information on production and marketing to farmers in Kent. It is extremely unfortunate that the extension program does not have a good reputation among farmers. The agricultural representatives for Kent County and Eastern New Brunswick have, in the past, been well meaning individuals but were not given the proper training in order to provide the type of counselling service required by the farmers. There is a deep feeling in Fredericton extension circles that Kent County is so very far from Fredericton and a shortage of French-speaking extension agents exists. In general, officials in Fredericton as well as in Moncton, are very pessimistic about the agricultural potential of Kent and as a result, the extension service in Kent and Eastern New Brunswick functions accordingly.

Recommendation:

That the New Brunswick Department of Agriculture and Rural Development undertake an early revamping of the extension branch with clearly defined objectives and functions which will fill the need of both English and French speaking New Brunswick farmers.

Crop Insurance Program

In 1973, New Brunswick introduced a crop insurance program which was to be financed 50 percent by farmer premiums and the other 50 percent of the administration costs split by the province and the federal government. The program was designed with the same structure as the successful programs already established in Western Canada. In the 1974-75 crop year, the program was in serious trouble with a loss ratio of 5.81 on a payout in indemnities of \$5.81 for every dollar collected in premiums. This compared to a loss ratio of 1.41 in Nova Scotia and .75 in Quebec. Early sales figures for 1976 show that the amount of insurance sold has decreased for all crops.

New Brunswick is new to crop insurance and is going to have to stimulate participation by farmers in order to broaden their risk base. This may be accomplished by:

- 1) Reducing the farmers' share of premium to 33 1/3 percent when they first farm and increasing it to 50 percent over a period of five years. (Extra funding could be provided from the federal government).
- 2) Initiate research projects to determine sound insurance rates for a larger number of crops.
- 3) Extend the spot loss insurance, such as hail, to other perils such as floods and washouts. (Research will have to be carried out to determine exact rates).

These factors would help to increase participation and spread risk, thus providing a self-sustaining program which would not require constant federal and provin-

cial assistance. There is, however, strong justification for a high level of federal support at the present time, which would be reduced as the program moves towards self-sufficiency.

Recommendations:

That the program be stimulated by:

- a) *reducing the farmer's share of premiums to 33 1/3 percent at first and increasing up to 50 percent in 5 years;*
- b) *initiate research programs to determine sound insurance rates for a larger number of crops;*
- c) *extend spot loss in insurance such as hail to other perils such as floods and washouts.*

Family Farm Improvement Program

This program has been established for the year April 1976-March 31, 1977, to assist farmers by providing some of the capital required to improve land and buildings. It is designed to provide in consolidated form present incentive programs, offer new programs and to assist in identifying new programs. This program is a series of grants available to farmers wishing to develop their land or put up new buildings. The maximum payment to any one farmer is \$10,000 in a lifetime.

The program itself offers some help for the development of farms in Kent County. However, it does have the same constraints as previous programs. It is questionable that the New Brunswick Department of Agriculture has the human resources to communicate and implement these programs. No program can be successful if people do not know of it. Much of this program relies upon the advice and help of the agriculture representative whose ability to help farmers in Eastern New Brunswick is somewhat questionable.

Assistance to Regional Development Organizations

Financial support is available for the establishment and operation of regional development organizations. This program is to assist community leadership for economic and social development. Grants are available to cover the total costs of operating the organization and its programs.

CRASE—Conseil régional d'aménagement du Sud-Est du N.-B. Inc.

CRASE is one of the 5 regional councils set up under the Assistance to Regional Development Organizations program funded by the New Brunswick Department of Agriculture and Rural Development. It was initiated in 1966 as a social animation program to be a citizen's pressure group on the government. They are supposed to be involved in training and organizing the local people and doing research project such as market studies. Unfortunately, CRASE has been ineffective in implementing meaningful programs and projects to help the people of Kent.

Recommendation:

That an overall evaluation be made by the people of Kent of the regional council concept which includes CRASE as to its objectives and functions in serving the economic development process in Kent, and how best such a council can serve it.

Kent Industrial Commission

The commission was set up under the General Development Agreement to act as a coordinator of programs and an information bank for the county. They are funded by 3 levels of government—provincial, federal and municipal. Seven municipalities, Rogerville, St-Louis-de-Kent, Buctouche, Rexton, Richibucto, St. Antoine and the Indian Reservation each name one representative to the commission. It is their task to promote industrial growth in the area and to inform the people of the opportunities open in the county.

Conclusions:

In general, it is quite obvious that government programs, both federal and provincial, aimed at the development of rural areas—have seldom succeeded in Kent County or elsewhere. The preceding critique of government programs identifies a number of common mistakes embodied in many of these programs.

- 1) Paternalism overrides all else in agriculture and rural development policy. There are federal-provincial agreements, never federal-provincial-people agreements.
- 2) Many national policies when they are applied nationally are not suited for regional economies such as we have in Canada, and should be adapted to regional needs.
- 3) Shortage of experienced and knowledgeable implementation officers hinders the operations of most programs.
- 4) The lack of incentives in programs for people to help themselves is too often missing.

“I would say that more must be done between the provinces and the federal government in simply sitting down with people in Kent County, or anywhere else in the Atlantic Provinces, in an attempt to reach a tripartite agreement, not federal-provincial, but one which would commit the local people also” (Kristjanson).

- 5) An imposition of bureaucratic wishes upon and against the farmers' will is all too common.
- 6) Failure to listen to the people.
- 7) Lack of any integration of agricultural and rural development programs at the federal and provincial level and between departments.

“Furthermore, I think that in the future, there should be improved co-operation between different departments in the formulation of policies.

For instance, should there not be an understanding between the Department of Agriculture and that of Welfare that the owner of a small farm should be encouraged to remain at home where he could earn part of his living rather than to let him go to the city and let Welfare support him all year long?” (Bourgeois).

- 8) The overt pessimism of most agricultural bureaucrats towards what can be done in the opportunities that exist.
- 9) Lack of encouragement for private enterprise and community initiative.

“We also need programs aimed towards the encouragement of private business investments, including agriculture, to provide increasing intercommunity dependence, increased employment and income, development and use of land, water and other natural resources including the human resources in these rural areas, thereby enhancing the quality of the environment for people and business in rural areas” (MacEachern).

Chapter VII

WHAT SHOULD BE DONE FOR KENT: A STRATEGY FOR DEVELOPMENT

"We are aware that all the problems in Kent County are not caused by agriculture nor will they be solved by agriculture. Farming is one of the many professions which go into the makeup of the rural community in Kent" (Sullivan).

Upon acceptance of the need for agricultural development and the commitment to it, complete understanding of just what a modern agriculture is and what it requires is necessary.

Agriculture in 1976 does not happen only on the farm. Farming is still central but each farm becomes only the assembly line utilizing and combining many different types of inputs drawn from throughout the economy.

Some of the inputs are provided by the commercial agrisupport activities which include the manufacture and distribution of farm inputs, marketing and processing services for handling farm products, and credit for financing farm operations.

Other inputs are provided by the non-commercial agrisupport activities—services such as research and education.

These three components of the agricultural system operate in an agrimilieu which applies influence to all these activities. Some of these influences are economic:

- a) the demand for food products;
- b) extent of non-agricultural opportunities;
- c) price and tax policies;
- d) income distribution;
- e) transportation facilities;
- f) population growth.

Other factors that make up this milieu are political:

- a) land tenure policies;

- b) development policies;
- c) agricultural development policies;
- d) strength of the farmer lobby.

Still others are cultural:

- a) traditions and values of people;
- b) structure of society;
- c) education level.

All of these taken together form a general environment of opportunities, constraints, inducements, and attitudes that set the rules of the games within which farming and support activities must function and grow.

In proposing any development strategy, it is necessary to recognize that farming is not isolated but is an important part of the overall environment to be developed. The task of proposing an agricultural development program is to ensure an overall healthy development of farming, the support activities and its total environment.

However, the development of the environment—Kent County—must start somewhere, and agriculture can and must be the leader if Kent is ever to return to the important role it once played. And agriculture in Kent will be the leader because it has a lot going for it: market opportunity, desire of the people, land and climatic capability. What is necessary now is to design a strategy for development which will help agriculture move in a leadership role.

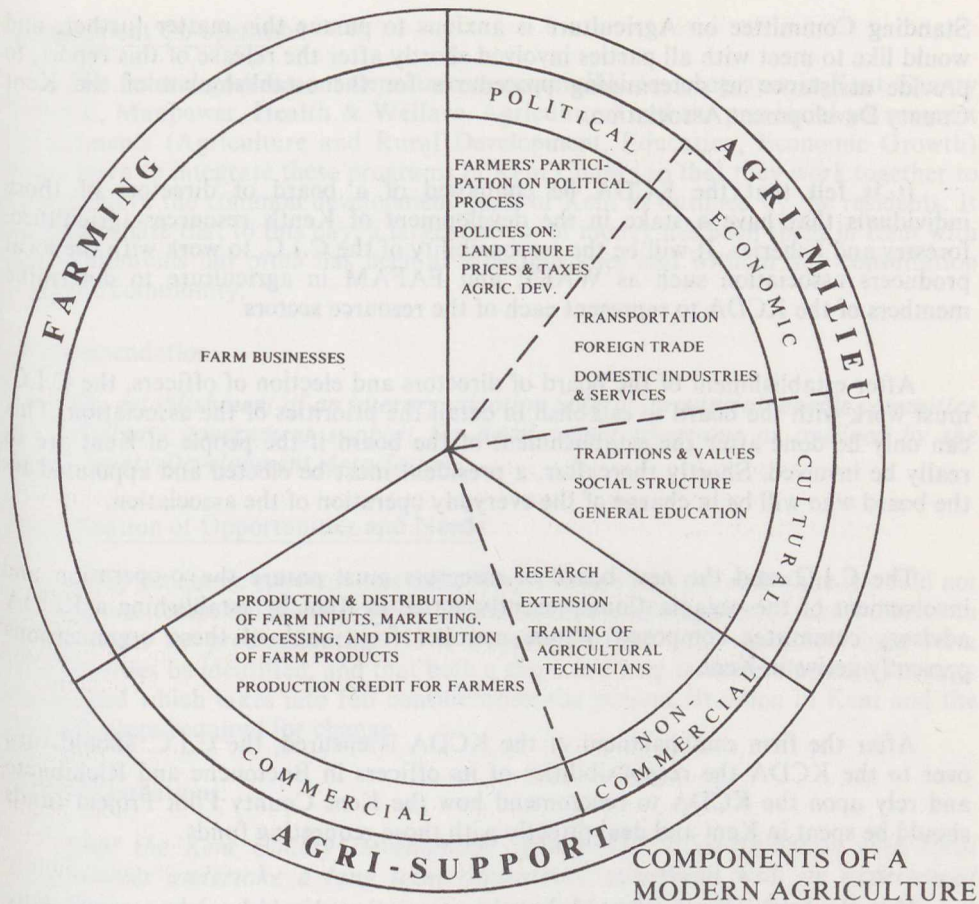
Recommendation:

That the federal and provincial governments and the people of Kent go on record as committing themselves to a conscientious long term agricultural development effort in Kent County.

The Vehicle: Kent County Development Association

Faced with the multitude of federal, provincial and local governmental organizations in Kent County, all of whom are involved in the development tasks, it is evident that the two important elements are missing:

- a) Leadership is missing as no one organization is responsible for the development of Kent—on the contrary there are many, all with some part of the responsibility;
- b) the people's voice is missing as there is really no organization that represents the communal interest of the people of Kent.



Recognizing the need for the total involvement and co-operation of the people of Kent along with the federal, the New Brunswick and the local governments, this committee sees the need for the establishment of a Kent County Development Association, organized and run by the people of Kent County. It is suggested that since a leadership organization of the people is so vital that funds for this corporation be made available under either the Regional Development Council Assistance Program or under the Kent County Pilot Project. It is imperative that Kent County have a united development agency which represents all the people in agriculture, forestry and fisheries, who can speak on behalf of the county in discussions with governments. It is suggested that upon establishment of this association, priorities be set and a development plan be formalized by the people of Kent with outside help only if and when invited. In view of the overall opportunities facing Kent County, it is expected that agriculture would probably be the number one priority, followed by forestry inland and fisheries along the coast.

In light of the present role of the Community Improvement Corporation as the administrator of funds under the Kent County Pilot Project, it is recommended that the C.I.C. be responsible for the establishment of the Kent County Development Association and the initial financing of its operation and development. The Senate

Standing Committee on Agriculture is anxious to pursue this matter further, and would like to meet with all parties involved shortly after the release of this report, to provide assistance in determining procedures for the establishment of the Kent County Development Association.

It is felt that the KCDA be composed of a board of directors of those individuals that have a stake in the development of Kent's resources-agriculture, forestry and fisheries. It will be the responsibility of the C.I.C. to work with the local producers association such as WAKE and FAFAM in agriculture to determine members of the KCDA to represent each of the resource sectors.

After establishment of the board of directors and election of officers, the C.I.C. must work with the board to establish in detail the priorities of the association. This can only be done after the establishment of the board if the people of Kent are to really be involved. Shortly thereafter, a president must be elected and appointed by the board who will be in charge of the everyday operation of the association.

The C.I.C. and the new board of directors must ensure the co-operation and involvement of the organizations presently active in Kent by establishing a KCDA advisory committee composed of one member from each of these organizations presently active in Kent.

After the firm establishment of the KCDA is ensured, the C.I.C. should turn over to the KCDA the responsibilities of its officers in Buctouche and Richibucto and rely upon the KCDA to recommend how the Kent County Pilot Project funds should be spent in Kent and deal directly with those requesting funds.

If in the future it was deemed that the association should become commercially active, the Kent County Development Corporation could be established.

Recommendations:

- a) *The establishment of the Kent County Development Association organized and run by the people to speak on behalf of the people and that governments recognized this body as the main spokesman for development in Kent County and that the activity of all government staff in Kent be in line with the development plan for the county.*
- b) *That the Kent County Development Association immediately undertake the preparation of a Kent County development plan, emphasizing priorities and specific strategies for development.*
- c) *That the Kent County Development Association immediately establish agricultural production incentives aimed at encouraging individual planning and strategies for development by farmers by offering low interest long-term loans with up to 20 percent, forgivable if the individual development plan is followed and the desired results achieved.*

Government Co-operation

The federal government departments responsible for programs in Kent County (DREE, Manpower, Health & Welfare, Agriculture) and the provincial government departments (Agriculture and Rural Development, Education, Economic Growth) must learn to integrate these programs in Kent County so that they work together to help achieve the common development goals of Kent as outlined by the residents. It is unfortunate that to this day, a large amount of money has been spent in Kent with good intentions but often has been at cross purposes and without any consultation with the community.

Recommendation:

The establishment of an interorganization federal-provincial-people committee to coordinate government support for development programs as outlined by the Kent County Development Association.

Identification of Opportunities and Needs

Many economic opportunities exist in agriculture in Kent and while it would not be wise to attempt too many projects at one time, it is also unwise to take a chance in losing them by procrastinating. It is imperative that both short and long term opportunities be identified, and that both a short and long term development strategy be devised which takes into full consideration the present situation in Kent and the realistic steps required for change.

Recommendations:

That the Kent County Development Association in co-operation with local governments undertake a long term contractual agreement with an experienced agriculture and food marketer on an incentive basis of a basic salary and costs and a percentage of the increase in annual sales which provides an incentive for success.

The federal and provincial departments of agriculture should put at the disposal of this marketer and the Development Association, technical experts as required.

Communicating Opportunities and Assisting Farmers to Adapt

After specific opportunities have been identified and a development plan established, both the opportunities and the strategy of how they will be achieved must be communicated to the farmers. Subsequently, help must be provided to all farmers wishing to avail themselves of specific opportunities. They must be provided with the production techniques as part of an integrated package of financial assistance, and extension support. This must be available at all times and handled meticulously.

Recommendations:

- 1. That the Kent County Development Association enter into a long term contractual agreement with a top notch agricultural production specialist*

who is highly competent in production of all crops as well as livestock. Special emphasis must be given to his ability to motivate and lead farmers. He should be compensated on an incentive basis as is the marketer.

2. The provincial Department of Agriculture and Rural Development should provide back-up support for the Association production man through its agricultural representative service and its research activities. All activity of government staff with respect to agricultural production should be coordinated with this individual. The corporation production man should attempt to apply the county agricultural development plan on a regional and farm basis, whereby production planning and development would be worked out on an individual farm basis.
3. That the Kent County Development Association hire senior agricultural students from the Laval University, the Nova Scotia Agricultural College, and Macdonald College during the summer months to help desing individual development plans for each farmer seriously looking to the future. These students should be supported by both the federal and provincial Departments of Agriculture and be able to work with the farmers in their own language.

Support Services

In order to be successful, this approach will necessitate the focusing of all related services on the individual farm. In essence, there are five main categories of services that must be delivered in a carefully coordinated manner.

Production Oriented Services consisting of both general and technical extension support. This service will aim at improving utilization of resources and production techniques through the provision of technical guidance and training and general extension support. It will incorporate and expand the existing agronomic, livestock, general extension, research, training, farm and home management services, and youth development programs.

Recommendations:

1. "The establishment of demonstration farms in Kent County for hogs, beef, and vegetables, grain and forages through contractual arrangements with local farmers and the continued support in their operation by the Kent County Development Association and the Department of Agriculture. And that this demonstration farm be involved in the teaching of short courses in agricultural technology and production.

"It struck me that it would be very useful if there were some farms, under this type of agreement, (demonstration farms), that could be put under forage production, grain production and beef production, so that within ten or twenty miles from home, a Kent County farmer could drive over and see what is being done". (Senator Argue)

2. That the New Brunswick Department of Agriculture and Rural Development in co-operation with the Kent County Development Association

contract with Laval University, Nova Scotia Agricultural College, Macdonald College or Memramcook Institute for a series of short courses on agricultural production to be held at several locations throughout Kent County during the late fall or winter.

"It has been my feeling that technology has not been accepted and put into practice as fast as we would hope" (Weaver).

- 3. That the federal agriculture research station in Fredericton undertake immediately the development of new varieties of grain, forages, and vegetables specifically adapted to the Maritimes.*
- 4. That the present 4-H program in Kent County be expanded into the school system and that students be encouraged to participate.*

Management and Resources Services

This program must assist the farmer in assessing his needs and potential in terms of planning, resources and management. It will also provide an integrated package of capital, credit and other kinds of financial assistance needed to support existing, new and replacement farmers.

In addition careful consideration of the land resource will be necessary so as to evaluate its greatest potential.

These services must be integrated and closely coordinated with production oriented field services.

Recommendations:

- 1. That the New Brunswick Department of Agriculture in co-operation with the Kent County Development Association introduce a farm management and planning service whereby annual on-farm visits are made.*
- 2. "My second observation would be that until the province comes to grips with a basic land use aspect of the problem nothing very significant is going to happen. Provinces have a great deal of difficulty with this" (Kristjanson).*

That the Province of New Brunswick impose a freeze on the sale of land out of agriculture in Kent until such time as some of the new initiatives in agricultural development have had a chance to encourage the continuation of agriculture in Kent, and that the province seriously consider the establishment of a land bank where farmers could either purchase land or lease it from the bank on a long term basis at a charge of lower than the normal rate of interest. For "when used in conjunction with deliberate attempts to encourage new entrants, land banks can be a most effective means of assisting in agricultural development" (MacEachern). Kent cannot afford further losses of agricultural land.

3. *That the New Brunswick Department of Agriculture in co-operation with the Kent County Development Association, contract with Laval University, Nova Scotia Agricultural College, Macdonald College or Memramcook Institute for a series of short courses on farm management to be held at several locations throughout Kent County during the late fall and winter.*

"We do not, in my opinion, have sufficient managerial skills in order to cope with these very sophisticated demands in this day and age for production of these prospective commodities" (Weaver).

4. *That the F.C.C. in co-operation with the Small Farm Development Program establish a program aimed at agricultural development and not merely stabilization.*
5. *That the New Brunswick Department of Education consider the inclusion of introductory courses in agriculture and rural development at the high school level and take the necessary steps to promote interest among the students.*
6. *That the New Brunswick Departments of Agriculture and Education proceed immediately to re-establish an agricultural program at Memramcook Institute on the site of St. Joseph's University Farm at the diploma and short course level.*
7. *That the New Brunswick Departments of Agriculture and Education proceed immediately to support the University of Moncton in the establishment of ties with Laval University Faculty of Agriculture.*

Marketing Services

These programs must provide a totally integrated package of services to help move the commodity from the field to the market.

Market Information and Prices:

It is most important that daily market opportunities and prices be identified and communicated to the farmer.

Recommendation:

In co-operation with the Kent County Development Association, the New Brunswick Department of Agriculture should provide daily market prices and quotations on livestock and crops through the local radio stations in both English and French.

Storage, Cleaning and Packaging

It is most important that local storage facilities are available to prolong the market period of local commodities. In addition, if long term customers are to be obtained, proper cleaning and packaging facilities must be available.

Recommendations:

1. *That the Kent County Development Association in co-operation with the engineering branch of the Department of Agriculture and local producers co-operative, evaluate the present storage, cleaning and packaging capacity and develop a plan for future needs in conjunction with the long term agricultural development strategy.*
2. *That as the need for new storage facilities becomes necessary in order to meet market obligations, the province and the federal governments be prepared to provide 50 percent grants and the remainder as a long term low interest loan for the construction of the facilities.*

Transportation and Distribution

In order to fulfill co-operative marketing from Kent County, a complex transportation and distribution system will be required.

Recommendation:

That the Kent County Development Association marketer prepare, in conjunction with the overall production and marketing program, a system which includes as many of the local truckers as possible to aid farmers in getting the product to market.

Local Processing

In some cases, local processing of a few selected commodities may be possible and advantageous.

Recommendations:

1. *The Kent County Development Association marketer should, after identifying market opportunities, communicate to local co-operative and entrepreneurs with specific information on markets, prices, quantities and specifications.*
2. *That the Department of Regional Economic Expansion and the provincial Department of Industry coordinate closely with the Kent County Development Association marketer and local business concerns, the possibilities of local processing.*

Sales Contracting

In order to achieve these opportunities and develop some need for the proposed services, someone must ultimately sell Kent County's agricultural produce. But in order to sell a product, the product must be available at the right time, at the right place, in the right quality.

Recommendations:

- 1. That the Kent County Development Association become an agent for marketing Kent County agricultural produce outside Kent, and that the establishment of both long term sales and purchase agreements be the objective of the marketer.*
- 2. That the Kent County Development Association be responsible for the promotion of Kent County products both within and outside Kent County.*

Co-Operative Marketing

As the size of most farms in Kent is not conducive to individual marketing, it is suggested that a form of co-operative assembly and marketing is most appropriate in co-operation with the Kent County Development Association.

Recommendations:

- 1. That the New Brunswick Department of Agriculture encourage the establishment of local co-operatives by providing legal and financial expertise on a cost basis.*
- 2. That the Kent County Development Association work closely with the local co-operatives and citizen groups in advancing the co-operatives movement in Kent.*

It is felt that the recommendations outlined herein, although not all inclusive, could provide the base for a development strategy designed to help achieve many of the agricultural opportunities identified by this report.

But What Will It Cost and Who Will Pay?

Yes, it will cost money but then again anything that is worthwhile does. But the short term costs would be insignificant compared to the long term economic and social benefits.

The money is available. There is a \$2.7 million Kent pilot project which would well fit the proposed development strategy.

Recommendation:

That the Kent County Pilot Project finance the set up and operation of the Kent County Development Association.

Local Initiative Program

In addition, in 1975-76, a total of \$545,148 of Local Initiatives Projects money was spent in Kent on many worthwhile socially and culturally oriented projects, which unfortunately, added little to the economic base of the community.

Recommendation:

That in the future, all LIP grants to Kent County be made in co-operation with the Kent County Development Association and be in accordance with the Kent County Development Plan.

New Horizons

The New Horizons program from 1973-75 spent \$106,081 in Kent on 19 socially beneficial projects, but once again added little to the economic base.

Recommendation:

That in the future, all New Horizons grants for Kent County be made through the Kent County Development Association and be in accordance with the Kent County Development Plan.

DREE Grants

And from 1969 to 1976, DREE grants of some \$332,000 were made to Kent County for a number of economic projects, but unfortunately there was no direction and development of a complementary milieu required for long term success.

Recommendation:

That in the future, all DREE grants for industrial development in Kent be made in co-operation with Kent County Development Corporation and be in accordance with the Kent County Development Plan.

Unemployment Insurance and Welfare Payments

In addition, in 1975 some \$6.5 million was paid out in unemployment insurance, and an additional \$4.2 million in welfare to Kent residents.

Recommendation:

That the federal and provincial governments award to the Kent County Development Association for each worker taken off the UIC and Welfare role by the Kent County Development Association development projects, one-half of the worker's project UIC or Welfare payment he would have received for the first year and one-quarter for each of the following 2 years.

Other Programs:

Other programs such as NewStart which had an annual budget of some \$1 million from 1969-74 and some \$1 million for the remaining two years and the

Opportunities for Youth program which spent \$283,000 from 1973-75 in Kent, have basically failed to have a significant long term impact upon the development of the county.

Recommendations:

1. *That in the future, all new government financed projects affecting Kent be discussed with the Kent County Development Association and the people of Kent before the fact.*
2. *That all new programs initiated by the federal or provincial governments be coordinated with the Kent County Development Association and be in accordance with the Kent County Development Plan.*

In summary, it is suggested that the failure of governments to alleviate the problems of Kent County is not one of neglect but one of paternalism and lack of awareness of appropriate solutions.

“A program of aid to keep farm folk in business and to foster a return to the land on the part of others, wouldn't solve all the problems of such areas as Kent County or Northern New Brunswick. But every little bit helps and if people could be helped to do what they enjoy doing, and profitably at that, then it is worth looking into” (Senator Michaud).

It is the acknowledged responsibility of the federal and provincial governments of Canada to encourage the achievement of the potential of all its citizens.

“Given that the people of Kent County sincerely want to develop opportunities in agriculture, the joint assistance of the federal and provincial governments can be made available through ARDA and other continuing programs” (Whelan).

CONCLUSIONS

1. KENT COUNTY CAN BE SAVED.
2. The climate and soils of Kent County are definitely suitable for the production of a wide range of field, tree and horticultural crops. Kent County has approximately 44,000 acres of good crop land and some 18,000 acres of pasture land immediately available for production.
3. The market for food in New Brunswick is about \$490 million, the Atlantic region \$1.5 billion, Quebec \$5 billion, and the Gaspé \$200 million of which over 50 percent is imported from outside the region providing a large local market opportunity for Kent County products.
4. The local deficit in food production in New Brunswick alone offers an opportunity for increased production in Kent County of approximately 2,200 to 5,000 acres of vegetables and some 24,000 acres of feed grains, and 10,000 acres of hay to support an increase of some 5,400 beef cattle, 21,000 hogs and 1.8 million chickens.
5. The increased production would total some \$12 million at the farm level and some \$20 million at the retail level generating some \$47 million of economic activity.
6. At the farm level in Kent County some 1,000 jobs would be created paying out some \$10 million in salaries annually. Through the marketing system to the retail level another 2,700 jobs would be created paying some \$27 million in salaries annually.
7. The increased incomes in New Brunswick would result in additional tax incomes to governments of some \$5 million annually.
8. The people in Kent are its richest resource. They have a lot to say and should be listened to. They do not want to leave Kent; they are Kent's future.
9. Government institutions have not been as supportive of the people of Kent as is warranted and required if development is to be achieved.
10. There are many agricultural opportunities facing farmers in Kent, from vegetables and fruits to beef, hogs and poultry. Excellent opportunities exist for the production of feed grains which could support a substantial livestock industry in

Kent and eastern New Brunswick. Additional opportunities exist in sheep, honey and horses.

11. Government policies when applied to Kent, have tended to not be development policies but rather stabilization policies maintaining the status quo.
12. There has been no integration of government expenditures in Kent County aimed at specific development objectives. These programs have tended to be ad hoc and socially oriented and often at cross purposes.
13. A strategy for development must be established for Kent County by the people of Kent and all future government programs must adhere to the objectives and procedures outlined within the strategy.

RECOMMENDATIONS

1. *That the federal and provincial governments and the people of Kent go on record committing themselves to a conscientious long term agricultural development effort in Kent County.*
2. *The establishment of the Kent County Development Association, organized and run by the people to speak on behalf of the people and the governments recognize this body as the main spokesman for the development in Kent County and that the activity of all government staff in Kent be in line with the development plan for the county as outlined by this association.*
- 2A. *That the Kent County Pilot Project finance the set up and operation of the Kent County Development Association.*
3. *The establishment of an inter-organizational federal-provincial-people committee to coordinate government support for development programs as outlined by the Kent County Development Association.*
4. *That the Kent County Development Association, in co-operation with local governments, undertake a long term contractual agreement with an experienced agriculture and food marketer on an incentive basis of a basic salary and incentive for success. The federal and provincial departments of agriculture should put at the disposal of this marketer and the Development Association technical experts as required.*
5. *That the Kent County Development Association enter into a long term contractual agreement with a top agricultural production specialist who is highly competent in production of all crops as well as livestock. Special emphasis must be given to his ability to motivate and lead farmers. He should be compensated on an incentive basis as is the marketer.*
6. *The provincial department of Agriculture and Rural Development should provide back up support for the association production man through its agricultural representative service and its research activities. All activity of government staff with respect to agricultural production should be coordinated with this individual. The association production man should attempt to apply the county agricultural development plan on a regional and farm basis whereby production planning and development would be worked out on an individual farm basis.*
7. *That the Kent County Development Association hire senior bilingual agricultural students from Laval University, the Nova Scotia Agricultural College, and Macdonald College during the summer months to help design individual development plans for each farmer seriously looking to the future. These students should be supported by both the federal and provincial Departments of Agriculture and be able to work with the farmers in their own language.*

8. *The establishment of demonstration farms in Kent County for hogs, beef, and vegetables, grain and forages through contractual arrangements with local farmers and the continued support in their operation by the Kent County Development Association and the department of Agriculture.*
9. *That the New Brunswick Department of Agriculture and Rural Development in co-operation with the Kent County Development Association, contract with Laval University, Nova Scotia Agricultural College, Macdonald College or Memramcook Institute for a series of short courses on agricultural production to be held at several locations throughout Kent County during the late fall or winter.*
10. *That the federal agriculture research station in Fredericton undertake immediately the development of new varieties of grain, forages, and vegetables specifically adapted to the Maritimes.*
11. *That the present 4-H program in Kent County be expanded into the school system and that students be encouraged to participate.*
12. *That the New Brunswick Department of Agriculture in co-operation with the Kent County Development Association introduce a farm management and planning service whereby annual on farm visits are made.*
13. *That the Province of New Brunswick impose a freeze on the sale of land out of agriculture in Kent until such time as some of the new initiatives in agricultural development have had a chance to encourage the continuation of agriculture in Kent, and that the province seriously consider the establishment of a land bank where farmers could either purchase land or lease it from the bank on a long term basis at a charge of lower than the normal rate of interest.*
14. *That the New Brunswick Department of Agriculture in co-operation with the Kent County Development Association contract with Laval University, Nova Scotia Agricultural College, Macdonald College or Memramcook Institute for a series of short courses on farm management to be held at several locations throughout Kent County during the late fall and winter.*
15. *That the New Brunswick Department of Education consider the inclusion of introductory courses in agriculture and rural development at the high school level in rural regions for interested students.*
16. *That the New Brunswick Departments of Agriculture and Education proceed immediately to re-establish an agricultural program at Memramcook Institute on the site of St. Joseph's University farm at the diploma and short course level.*

17. *That the New Brunswick Departments of Agriculture and Education proceed immediately to support the University of Moncton in the establishment of ties with Laval University Faculty of Agriculture.*
18. *In co-operation with the Kent County Development Association, the New Brunswick Department of Agriculture should provide daily market prices and quotations on livestock and crops through the local radio stations in both English and French.*
19. *That the Kent County Development Association in co-operation with the engineering branch of the department of agriculture and local producers cooperative evaluate the present storage, cleaning and packaging capacity and develop a plan for future needs in conjunction with the long term agricultural development strategy.*
20. *That as the need for new storage facilities becomes necessary in order to meet market obligations the province and the federal governments be prepared to provide 50 percent grants and the remainder as a long term low interest loan for the construction of the facilities.*
21. *That the Kent County Development Association marketer prepare in conjunction with the overall production and marketing program, a system which includes as many of the local truckers as possible to aid farmers in getting the product to market.*
22. *The Kent County Development Association marketer should, after identifying market opportunities, communicate to local cooperatives and entrepreneurs with specific information on markets, prices, quantities and specifications.*
23. *That the Department of Regional Economic Expansion and the provincial Department of Industry coordinate closely with the Kent County Development Association marketer and local business concerns on the possibility of local processing.*
24. *That the Kent County Development Association become an agent for marketing Kent County agricultural produce outside Kent, and that the establishment of both long term sales and purchase agreements be the objective of the marketer.*
25. *That the Kent County Development Association be responsible for the promotion of Kent County products both within and outside Kent County.*
26. *That the New Brunswick Department of Agriculture encourage the establishment of local co-operatives by providing legal and financial expertise on a cost basis.*
27. *That the Kent County Development Association work closely with the local co-operative and citizen groups in advancing the co-operative movement in Kent County.*

28. *That in the future, all LIP grants to Kent County be made in co-operation with the Kent County Development Association and be in accordance with the Kent County Development Plan.*
29. *That in the future all New Horizons grants for Kent County be made through the Kent County Development Association and be in accordance with the Kent County Development Plan.*
30. *That in the future, all DREE grants for industrial development in Kent be made in co-operation with the Kent County Development Association and be in accordance with the Kent County Development Plan.*
31. *That the federal and provincial governments award to the Kent County Development Association for each worker taken off the UIC and Welfare role by the Kent County Development Association development projects, one half of the worker's projected UIC or welfare payment he would have received for the first year and one quarter for each of the following 2 years.*
32. *That in the future, all new government financed projects affecting Kent be discussed with the Kent County Development Association and the people of Kent before the fact.*
33. *That all new programs initiated by the federal or provincial governments be coordinated with the Kent County Development Association, and be in accordance with the Kent County Development Plan.*
34. *That the Small Farm Development Program be re-evaluated including its purpose, objective and functions in light of promises of Messrs. Trudeau, Whelan and Olson. That the program with regard to agricultural development in the Atlantic provinces undergo serious changes to adapt it to the requirements of the region.*
35. *That the F.C.C. in co-operation with the Small Farm Development Program establish a program aimed at agricultural development and not merely stabilization.*
36. *That the Department of Regional Economic Expansion publicly commit itself to the development of rural Canada and acknowledge the importance of agriculture in the development process. That DREE work closer with the local people when establishing a development program.*
37. *That the proposed \$1.4 million of the Kent County Pilot Project, for projects be increased to \$2.0 million of the total \$2.7 million program.*
38. *That an overall evaluation be made by the people of Kent of the regional council concept which includes CRASE, as to its objectives and functions in serving the economic development process in Kent and how best such a council can serve it.*

39. *That in economically depressed regions the New Horizon program emphasize economic development projects.*
40. *That in economically depressed regions the Local Initiatives programs emphasize projects which will have long term economic benefits and play a role in overall regional development.*
41. *That the Federal Minister of Agriculture undertake the establishment of a Regional Feed Development Incentive Program for the Atlantic Provinces at an early date.*
42. *That the federal research station in Fredericton be immediately commissioned to undertake research into the development of new crop varieties for the Atlantic Provinces in vegetables and field crops and grains.*
43. *That the New Brunswick Department of Agriculture and Rural Development establish an agriculture and food marketing group as well as re-establish the recently disbanded rural development branch but with a new and enlightened mandate.*
44. *That the New Brunswick Department of Agriculture and Rural Development immediately undertake a complete revamping of the extension branch with clearly defined objectives and functions which will fill the need of both English and French-speaking farmers.*
45. *That the Crop Insurance Program be stimulated by (a) reducing the farmer's share of premiums to 33 1/3 percent at first and increasing up to 50 percent in 5 years, (b) initiating research programs to determine sound insurance rates for a larger number of crops and (c) extending spot loss insurance such as hail to other perils such as floods and washouts.*

APPENDIX I

<u>Date of Meeting</u>	<u>Organization</u>	<u>Witnesses Heard</u>
May 22, 1973 (A.M.)	Agriculture Canada	The Honourable E. F. Whelan, Minister;
	Farm Credit Corporation	Mr. S. B. Williams, Deputy Minister;
		Mr. W. T. Burnes, Assistant Director, Farm Management
		Mr. A. H. Holmes, Director, Lending Operations
June 13, 1973 (A.M.)	Agriculture Canada	Dr. G. M. Weaver, Director, Research Station, Fredericton, N.B.
		Mr. Frank Calder, Acting Superintendent, Experimental Farm, Nappan, N.S.
		Dr. Angus MacLean, Program Manager, Environmental Quality, Fredericton Research Station, Fredericton, N.B.
		Mr. Arthur LeLacheur, District Supervisor, Plant Products Division, Research Station, Moncton, N.B.

Mr. Bradley Ripley, Acting Chief,
Livestock Division,
Research Station, Moncton, N.B.

Mr. W. Breckman,
District Supervisor,
Dairy Division,
Research Station, Moncton, N.B.

Mr. V. Lotherington,
District Supervisor,
Poultry Division,
Research Station, Moncton, N.B.

Dr. J. T. Annis,
District Veterinarian,
Health of Animals Branch,
Research Station, Moncton, N.B.

June 13, 1973
(A.M.)

New Brunswick Department of
Agriculture & Rural Development

Mr. Reginald Gilbert,
Deputy Minister;

Mr. Peter Schousboe,
Director of Extension;

Mr. Verne Bastin, Secretary,
New Brunswick Forest
Products Commission

June 13, 1973
(P.M.)

New Brunswick Department of
Agriculture & Rural Development

Mr. Reginald Gilbert,
Deputy Minister;

Mr. Peter Schousboe,
Director of Extension;

Mr. Verne Bastin, Secretary,
New Brunswick Forest
Products Commission

Development Policy
Secretariat, Office of the
Premier, Fredericton, N.B.

Planning & Development
Branch, New Brunswick
Department of Agriculture
& Rural Development,
Fredericton, N.B.

FAFAM (*La Fédération des
Agriculteurs francophones
de l'Archidiocèse de
Moncton*)

Woodlot Association

Rexton Sub-Federation
of Agriculture

Association of Producers
of Christmas Trees for
Kent County North

Memramcook Institute

Farm Credit
Association
(Moncton)

Mr. Louis-Philippe Albert,
Resource Planning Co-ordinator

Mr. Elliott R. Keizer, Resource
Economist;
(Joint presentation
with Mr. Albert)

Messrs. Charles Gallagher and
Alan Graham, M.L.A.'s for
Carleton and Kent Counties
respectively

Mr. Zoël Arsenault, Secretary

Mr. Jean Finnigan, President

Mr. Philippe Bourgeois,
agronomist;

Mrs. Flora Sullivan, Secretary

Mr. Yvon Babineau, President

Mr. Edouard A. Arsenault,
Director;

Mr. Raymond Robichaud,
Co-ordinator, Auxiliary Services

Mr. Bill West, Director

June 14, 1973
(A.M.)

June 14, 1973
(P.M.)

N.B. NewStart Inc.

Clément Cormier
High School Student Council,
Bouctouche

Maritime Co-operative
Services Ltd.

The New Food Products
Co. Ltd.
(Rexton, N.B.)

Rabbit Ranchers Enterprises
(Rexton, N.B.)

J. D. Irving Ltd.

*La Fédération des Caisses
Populaires Acadiennes*

Mr. Edmond Bourgeois, Supervisor of
Small Farm Development Plan and
Supervisor of FCC for Nova Scotia
and Newfoundland

Mr. Harry Shorten, Director

Miss Adrienne Léger,
Vice-president-Elect;

Mr. André Leblanc

Mr. William D. Dernier,
Vice-president, General Manager

Mr. Charles Yeo, Director

Mr. J. E. Walsh, Director

Mr. Keith Russell, Manager Public
Relations

Mr. W. F. Little, Manager Livestock

Mr. J. Paul Leblanc, General Manager

Mr. J. Paul Leblanc on behalf of
Mr. Roger Vautour, President

Mr. Dave Oxley, Woodland Director

Mr. Martin Legère, Director

Dec. 4, 1973 (A.M.)	Laval University Quebec	Mr. Victorin Lavoie, Dean, Faculty of Agricultural Science and Nutrition
	Moncton University, Moncton	Mr. Yves Chartier, Secretary, Faculty of Agricultural Science and Nutrition
	Cabinet Secretariat, Economic Policy Division, Office of the Premier, Fredericton	Mr. Roland Cloutier, Dean, Faculty of Science
	Nova Scotia Agricultural College	Mr. Louis-Philippe Albert, Co-ordinator of Resources Planning
		Dr. H. F. MacRae, Principal;
		Mr. J. E. Shuh, Vice-Principal
		Mr. P. Y. Hamilton, Registrar
Dec. 6, 1973 (A.M.)	Agricultural Economics Research Council of Canada	Dr. Gordon A. MacEachern President
April 10, 1974 (A.M.)	University of Prince Edward Island	Dr. Walter Fobes, Associate Professor, Department of Economics
May 11, 1976 (A.M.)	Department of Regional Economic Expansion	Dr. Cliff McIsaac, M.P. Parliamentary Secretary to the Minister;
	Department of Regional Economic Expansion	Mr. J. D. Love, Deputy Minister;
		Mr. Don McPhail, Assistant Deputy Minister for the Atlantic Region

May 20, 1976
(A.M.)

Farm Credit Corporation

Mr. Baldur H. Kristjanson,
Chairman;

Mr. J. M. Day, Director,
Lending Branch;

Mr. M. E. Andal, Director,
Research and Farm Management
Branch;

Mr. Jean E. Brassard,
Legal Counsel

