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RECENT DEVELOPMENTS IN FOOD STRATEGY:

DISCUSSION PAPER

December 1978



Government
of Canada

Discussion Paper

Recent developments in Food Strategy



December 13, 1978

RECENT DEVELOPMENTS IN FOOD STRATEGY

1.0 OBJECT

1.1 The purpose of this paper is to report on recent developments in food strategy. Emphasis is placed on the government's response to issues raised at the National Food Strategy Conference, February, 1978, particularly to the widespread desire for effective, ongoing, multi-sectoral consultations on food issues.

2.0 BACKGROUND

2.1 A Food Strategy for Canada, June, 1977, was published jointly by the Ministers of Agriculture and Consumer and Corporate Affairs. The government's overall intent is stated on page 17:

"Government policies must continue to develop and expand Canada's production and export strengths to ensure the adequacy of safe and nutritious food supplies for the domestic and export markets at reasonable prices which are responsive to competitive forces over time."

The Food Strategy contains statements of the general principles which guide government in the development and implementation of its food strategy and details of the government's intent in six major policy areas: income stabilization and support; trade policy and safeguards; research, information and education; marketing and food aid; the processing, distribution and retailing sectors; and consumer concerns. With the release of that report, an inter-departmental group under the leadership of the Privy Council Office (PCO) began implementing a Work Program (see 3.1 and Appendix 1).

2.2 Comments were invited on the Food Strategy and the government received briefs from 78 organizations and individuals. Nine organizations, representing a cross section of the food system, discussed their briefs with a panel of Ministers in December, 1977. A summary of the meetings and a statistical analysis of the briefs have been published. The Food Strategy also was discussed with provincial Ministers in January, 1978.

2.3 In February, 1978, the National Food Strategy Conference was held in Ottawa. Over 400 representatives of all sectors of the food system, including consumers, participated in two days of discussion of food problems, opportunities, programs and policies. The Conference provided an opportunity for delegates to obtain a better understanding of the views of others. Equally important, the participants were able to express to government their views on a wide range of issues and the government was able to

demonstrate its interest in those views. The Conference was opened by the Deputy Prime Minister and addresses were given by the five Ministers directly concerned with food policy, i.e. the Ministers of Agriculture, Consumer and Corporate Affairs (CCA), Fisheries and Oceans, Industry, Trade and Commerce (ITC) and National Health and Welfare (NHW). The Conference received wide media coverage and the Proceedings have been published.

2.4 Prior to the Conference, papers on four major areas were developed: Agricultural Development Strategy; A Strategy for the Processing, Distribution and Retailing (PDR) Sectors; Consumer Initiatives; and the Importance of Nutrition in the Government's Food Strategy. Material from these papers was included in a background paper released for the Conference called A Framework for Discussions. The Discussion Papers on the PDR sectors and consumer initiatives were subsequently published.

2.5 Following the Conference, the Committee of Deputy Ministers on Food Policy was established under the joint chairmanship of the Deputy Ministers of Agriculture and Consumer and Corporate Affairs. Besides Agriculture and CCA, other Departments and Agencies represented are Fisheries, ITC, NHW, Regional Economic Expansion, Transport, Finance, PCO and the Economic Council. This committee established the Interdepartmental Steering Group on Food Policy composed of senior officials from the same departments (except the Economic Council) and the Federal-Provincial Relations Office. The Steering Group provides the focus for the continuing development of food strategy.

2.6 To date, the Steering Group has: (a) reviewed the status of the Work Program and related activities, including subsequent government decisions; (b) reviewed the outcome of the Food Strategy Conference and identified the major issues arising from it; (c) established sub-groups to plan and undertake work in several areas requiring attention; (d) prepared an inventory of current consultative mechanisms employed by the government in the food sector and developed proposals for further consultative activities; and (e) had exploratory discussions on food policy issues with two national organizations.

2.7 After a year or so of relative stability, a number of factors led to rapid food price increases in the spring and summer of 1978. The government responded in June by seeking to increase production quotas for chicken and turkeys, stepping up its information programs to help consumers obtain better value for their food dollars, and asking the Anti-Inflation Board to review profit

margins in food processing and retailing. The government looked again at food prices toward the end of the summer and decided that prices should be allowed to reflect market conditions with help being provided directly to those most disadvantaged by inflation (the elderly and low income families with children) through socio-economic programs. This approach is consistent with the principles set out in the Food Strategy. It provides part of the rationale for government decisions such as those to change the pricing arrangements for wheat sold to millers for domestic human consumption, to increase the Guaranteed Income Supplement, and to establish the refundable Child Tax Credit.

2.8 Recent measures to reduce and re-direct government expenditures have affected programs and plans in the food area. Examples are the reductions in government support for agricultural credit, farm services, market development, fisheries technological research, transportation and consumer services. At the same time, government efforts to increase productivity through improved programs of research and development and industrial adjustment will help to improve the performance of the food system.

2.9 The government has stated that Canada has a set of policies and programs which together constitute a comprehensive food policy committed to improving the performance of the food system wherever possible.

3.0 FACTORS

3.1 Status of the Food Strategy Work Program

3.1.1. As part of its decision on A Food Strategy for Canada, the government endorsed a Work Program involving possible new legislation, new studies, and ongoing and new programs in the short and longer term. The following list is illustrative of the range of food policy topics in the Work Program: temporary safeguards against international market disruptions; agricultural development and stabilization; dairy policy; fish export marketing; market information and forecasting; competition policy; representation on and procedures of marketing board supervisory agencies; nutrition; food safety and food inspection; research and development; and agricultural extension and education. The report attached to this paper as Appendix I, indicates the current status of the Work Program.

3.2 Priority Areas in the Follow-up to the Food Conference

3.2.1. Participants in the Food Conference cited a number of problems, opportunities and concerns with food and the food system. These 'issues' and, in some cases, proposals for dealing with them,

can be found in the Proceedings of the Conference, especially in the reports of the six workshops and in the papers referred to in 2.4 above. Many of these issues (e.g. border safeguards, Tariff Board recommendations on fruit and vegetables) were already being dealt with by government. The Steering Group concluded, however, that additional work was required in a number of areas:

- a) Consultation - to provide additional opportunities for consultation between the government and the various participants in the food system, especially in a multi-sectoral or interdepartmental framework;
- b) Agricultural Development - to increase agricultural productivity by facilitating the transfer of new technology to the farm level, improving information systems, improving services for family farms and establishing mechanisms for increased coordination of federal and provincial programs, particularly in the areas of stabilization and market development (see (c) and (d) below);
- c) Agricultural Stabilization - to provide more effective programs of stabilization of farm incomes at the federal and provincial levels consistent with regional comparative advantages;
- d) Market Development - at the domestic and export levels, to improve market information and analysis, to seek out market opportunities and to coordinate more closely the efforts of the federal and provincial governments;
- e) Marketing Boards - to identify ways of improving the functioning of marketing boards, including a stronger supervisory role for the National Farm Products Marketing Council and broader representation on it;
- f) Fisheries Development - to manage and develop Canada's fisheries resources by developing and maintaining knowledge of the resource (e.g. species interactions, environmental influences and the effects of fishing on the resource base), achieving balance between conservation requirements and resource exploitation, establishing effective regimes for the allocation and utilization of resources in the primary sector of commercial fisheries, determining strategies for industrial development and marketing of Canadian

fisheries products, and defining federal, provincial and foreign (if any) involvements in, and their contributions to fisheries development.

- g) Processing, Distribution and Retailing (PDR)
 - i) economic performance - to examine how these sectors function, how well they perform, and the effect of government regulation;
 - ii) government services - to ensure that services provided to the PDR sectors meet their needs;
- h) Consumer Initiatives - to improve consumer understanding of food prices and how to choose food wisely, to assist low income families, to provide information on the functioning of the food system and to meet concerns about consultation, marketing boards, nutrition and food safety [see (a), (e), (i) and (j)];
- i) Nutrition - to ensure that nutritionally sound foods are readily available and identifiable, and that consumers are motivated to choose a nutritionally sound diet, particularly for groups such as pregnant women, teenagers, native peoples and those buying for infants; and
- j) Food Safety - to ensure that food regulatory programs are effective and efficient.

3.2.2 Sections 3.3 - 3.12 outline the actions which have been taken recently or planned in each of these priority areas. A further section, 3.13, deals with co-ordination of public information on food policy.

3.3 Consultation

3.3.1. Consultation with the Private Sector

- a) The government consults extensively with all sectors of the food system through task forces, commissions, advisory bodies, conferences, etc. Ministers and officials, in speeches, public meetings and individual communication, contribute to the process of consultation. An inventory of the consultative mechanisms is shown in Appendix II.
- b) Despite the large number of consultative mechanisms used, it is clear from the discussions at the Food

Conference that there is a widespread desire for new mechanisms for multi-sectoral consultation.

- c) Consultative initiatives taken by the government since the Food Conference include the Industry Sector Task Forces (ITC), the National Poultry Seminar in April (Agriculture), and the nutrition education conference in October (NHW). This last conference is of special interest in that it established a committee to develop, specific proposals for a co-ordinated national approach to nutrition education. In addition, at their request the Steering Group has met the Retail Council of Canada and the National Science Committee on Food and Nutrition to discuss food strategy issues. These meetings provided a useful exchange of ideas and viewpoints.
- d) Future Consultative Mechanisms. Although a variety of mechanisms have been suggested by the private sector for improving the consultative process, no consensus has emerged. In considering this question, the Deputy Ministers' Committee and the Steering Group were concerned that any new mechanism should be effective but should not interfere with current consultative processes and, in particular, not conflict with established relationships between Ministers or between Members of Parliament and Ministers. It was concluded that the best approach would be to engage in the following range of consultative activities, the choice of mechanism to depend on the issue in question.
 - i) While each department has the responsibility for initiating consultations on issues within its mandate, discussions of issues of an interdepartmental nature should be initiated with groups of major national organizations by the Steering Group at the direction of Deputy Ministers. Ad hoc meetings of this type would provide the flexibility required for timely multi-sectoral consultation on specific issues.
 - ii) The Steering Group should be prepared to meet, insofar as practicable, any major national organization, at the latter's request, to discuss its concerns and proposals. As indicated above, two such meetings have been held.

iii) National conferences on specific food policy issues of an interdepartmental nature should be organized, from time to time, by the Steering Group. The following list illustrates the range of topics which might be considered:

- nutritional labelling;
- multilateral trade negotiations;
- government programs to improve productivity in the food system;
- food safety;
- the food system in the 1980s.

iv) Specialized conferences should be held by individual departments, with any connection to broader food policy considerations assessed by the Steering Group and highlighted in an appropriate manner, e.g. by broader-based invitations, by observers from interested departments, and in press releases. For example, the 1978 National Agricultural Outlook Conference had increased participation by consumers and the PDR sectors. Agriculture will hold a National Horticulture Seminar in March, 1979.

v) As appropriate, briefs on specific issues should be solicited from organizations and individuals with the presentation of key briefs made to a panel of Ministers.

vi) Discussion Papers on food policy issues should ordinarily be published.

vii) Encouragement should continue to be given to the efforts being made by the private sector to foster a greater awareness of the characteristics of the food system (e.g. the recent Food Costs Media Conference organized by the Retail Council of Canada and the Grocery Products Manufacturers of Canada and the Beef Seminar organized by the Canadian Cattlemen's Association and the Meat Packers' Council).

Deputy Ministers and the Steering Group are of the opinion that, when announcing new consultative mechanisms, a willingness should be expressed to consider, without commitment, additional proposals for improving the consultative process.

3.3.2. Consultation with Provincial Governments

- a) Federal-provincial consultation includes meetings of First Ministers, meetings of departmental Ministers, committees of senior officials, technical committees (e.g. agricultural development, federal-provincial development agreements, regulatory activities) and numerous individual consultations.
- b) Over the past few months, consultations have taken place on food policy matters such as agricultural development, agricultural stabilization, marketing boards and nutrition. Agricultural stabilization, for example, has been discussed by technical officers, Deputy Ministers, Ministers of Agriculture and First Ministers. Provinces also have been represented in federal consultations with the private sector.
- c) In view of the wide range of mechanisms in place for federal-provincial consultation on food policy, no additional mechanisms are proposed at this time by the Deputy Ministers' Committee or the Steering Group.

3.4 Agricultural Development

3.4.1. The Agricultural Development Strategy provides a framework for joint federal and provincial measures to improve productivity and stimulate growth in agriculture. Work has centered on: the development of an improved information system and data base; a review of government programs relating to agricultural development; the gap between known technology and that currently used at the farm level; the negotiation of individual agricultural development agreements with the provinces; and, in particular, the harmonization of federal and provincial stabilization and income assurance programs.

3.4.2. A full report on progress and plans for the Agricultural Development Strategy (announced in November 1977) was made to government in June 1978. The issues of harmonization of stabilization and market development are discussed below. With respect to other areas:

- a) A review of all spending programs related to agriculture, by province, commodity and type of program, is almost complete.
- b) A proposal has been developed by Agriculture for a New Technology Transfer Fund to finance tests of the effectiveness of new technology at the farm and agribusiness levels and facilitate its adoption.
- c) Proposals are being developed by Agriculture to provide, within current budgetary limitations, a program focusing on the needs of family farms for management services, including research and development information.
- d) Agricultural development agreements are in place for the Atlantic Provinces, Quebec and British Columbia. Also in place are the Alberta Nutritive Processing and the Saskatchewan Agribition Agreements. Discussions on a further agreement with Saskatchewan are taking place and negotiations on an agreement with Manitoba are nearly complete.

3.5 Agricultural Stabilization

3.5.1. Discussions with the provinces concerning ways to improve agricultural stabilization and income assurance programs have made significant progress within the concept of a balanced Agricultural Development Strategy. The federal government's goal, strongly endorsed by participants at the Food Conference, is to harmonize federal and provincial programs in such a way that effective protection will be provided at acceptable levels of government expenditure and without interfering with longer term market trends or regional comparative advantage. Issues of particular concern have been the level of support offered by the federal government, provision for additional support financed by producer contributions, the range of commodities covered and whether the support period would be annual or quarterly for hogs and slaughter cattle.

3.5.2. A major advance in recent discussions has been broad acceptance of the financing principles of the Western Grains Stabilization Act for application to slaughter beef cattle, beef cow-calf, sheep, hogs, corn, soybeans and oats and barley produced outside the Canadian Wheat Board area. This would mean amending the Agricultural Stabilization Act to provide for these commodities

support levels equal to the current cash costs of efficient producers plus the average historical margin of market price over cash costs. Program costs would be shared by the federal government and producers in the ratio of 2:1. Producer participation would be voluntary. The government recently approved such amendments in principle and they have been discussed with provincial Ministers of Agriculture and First Ministers. All provinces have agreed on the principle of harmonization. Quebec and British Columbia, however, oppose the withdrawal of provincial stabilization programs as a prerequisite. Further discussions by the Technical Committee are planned.

3.6 Market Development

3.6.1. Increased emphasis is being placed on export market development by ITC working with Agriculture and Fisheries. Both Agriculture and Fisheries plan to devote more resources to this work and to integrate their activities and programs with those of ITC.

3.6.2. In the case of agriculture-based products, a joint Agriculture/ITC Task Force has embarked on a number of specific projects designed to improve Canada's capability to capitalize on export market opportunities in cheeses, breeding cattle and semen, pulses, processed pork and other meats, processed vegetables, and blueberries, and projects are under consideration for other commodities. In addition a review is being made of export credit and financing facilities for agricultural and food products. All these projects are being carried out in consultation with the private sector and the interested provincial governments. The Minister of Agriculture is having exploratory talks on the possible establishment of an Agricultural Marketing Advisory Council.

3.6.3. The Minister of Industry, Trade and Commerce recently announced that he would establish a committee of prominent businessmen to assess the adequacy, accessibility and relevance of government export promotion services and to examine the interface between these and other related government programs. It is envisaged that relevant studies in agriculture, fisheries and food (e.g. the Agriculture/ITC Task Force study on export credit and financing) will be considered by the committee.

3.7. Marketing Boards

3.7.1. Concerns which have been expressed regarding the effects of marketing board supply management and pricing activities are being addressed in several ways.

- a) Government has approved in principle proposals for (i) widened representation on the National Farm Products Marketing Council, (ii) new terms of reference for the Council. These proposals have been designed to strengthen the Council's supervisory role and make its activities more visible to the public. (These changes were announced January 4, 1979).
- b) Agriculture has joined an interprovincial study of the problem of high values on production quotas. Recommendations for quota management mechanisms will be made to Federal and Provincial Ministers of Agriculture.
- c) The two food-related Industry Sector Task Forces (see 3.8.1. (b)) made several recommendations concerning marketing boards. Although the federal-provincial meeting of Ministers of Agriculture in November concluded that no study was necessary, the report A Climate For Growth: A First Set of Proposals in Response To The Industry Sector Consultations, approved by the government and adopted by First Ministers, includes, among others, the proposal that:
- "The federal government, after appropriate consultation with provincial governments, in recognition of the large number of marketing boards under their jurisdiction, will undertake or commission a study of marketing board activities, including the impact on the efficiency and competitive position of the primary and processing sectors, in order to identify ways and means to improve the functioning of marketing boards."
- d) The Economic Council of Canada, as part of its study of government regulation, will examine the objectives, activities and powers of marketing boards in the context of other government interventions in agriculture. First Ministers have endorsed the report containing the Council's proposals. Deputy Ministers proposed that the Steering Group determine if the Economic Council's study would meet the requirements of the study requested in (c).

3.8 Fisheries Development

3.8.1. With the extension of jurisdiction to 200 miles and the implementation of such programs as Atlantic Fisheries Development and Salmonid Enhancement, Canada now has the opportunity to produce and market greater volumes of traditionally caught species, and others not previously fished commercially. The fisheries management strategy to help realize this potential embraces several new initiatives and activities including: fleet development with increased ownership of vessels by fishermen and a greater separation between catching and processing activities; support for efforts leading to the creation of fishermen's organizations and increased "professionalism" among fishermen; improvements in industrial structure including the number, size and location of plants; upgrading the quality of fishery products; development of infrastructure for fish handling and distribution; market expansion and diversification; and export market consolidation.

3.9. Processing, Distribution and Retailing

3.9.1. Some government activities are primarily directed towards developing appropriate economic policies for these sectors, others are directed towards providing government services as required, but most activities serve both purposes. The following are examples of these activities.

- a) The Anti-Inflation Board was asked by the Minister of Finance to study processor and retailer profit margins. The study published in October found no significant changes in profit margins compared to earlier periods. The Centre for the Study of Inflation and Productivity is also reviewing the performance of the food industry as part of its mandate to monitor the economy.
- b) Two of the 23 Industry Sector Task Forces were concerned with the food system, one with the processed food and beverage industry and the other with the processed fruit and vegetable industry. These Task Forces made recommendations in areas such as imports, development incentives, marketing boards, regulations and competition policy. Most of these recommendations have been taken into account in A Climate for Growth (e.g. see section 3.7). Responses to other sector specific recommendations are being developed.

- c) ITC is preparing industry sector profiles on various parts of the food processing and retailing sectors to serve as a basis for policy and program initiatives.
- d) Studies of the western grains handling and transportation systems are continuing.
- e) An inter-departmental committee led by Agriculture is studying the perishable goods distribution system; recommendations for action required will be considered by industry and government.
- f) Additional work on the estimation and analysis of farm-to-wholesale and wholesale-to-retail price spreads is being done. These analyses provide broad measures of performance and contribute to market intelligence and forecasting services.
- g) Activities discussed elsewhere in this report which affect the PDR sectors include agricultural and regional development, agricultural stabilization, market development, and food safety.

3.9.2. The following future activities in the PDR area, are of special interest:

- a) Regulation. The Economic Council, as part of its reference on regulations, referred to in 3.7.1 (d), will examine the impact of federal and provincial regulation of food processing and distribution. In addition, some departments are undertaking internal reviews of their regulatory activities and a mechanism for increased coordination among departments of regulatory activities has been established (see section 3.11).
- b) Research. The Ministry of State for Science and Technology (MOSST) allocated \$700,000 in 1978-79 and \$900,000 in 1979-80 from its industrial research program, (announced in June, 1978) for research directed toward increasing productivity and efficiency in the food PDR sectors. Projects would include technological research and development, economic analysis, and measures, such as "centres of excellence", to facilitate industry's access to research and development and managerial, economic and commercial advice.

- c) Government Services. An inventory has been made of government services to the PDR sectors. The Steering Group is reviewing this inventory, the recommendations of the Industry Sector Task Forces and the conclusions of the Food Conference to determine what improvements might be needed in government programs. In particular, the Steering Group is considering the following issues:
- i) possible duplication of financial incentives in research and development;
 - ii) consistency of treatment, within and among the several sectors of the food system, in the provision of incentive programs;
 - iii) the effects on industry capacity of regional incentive grants; and
 - iv) minimizing the impact of cutbacks in certain programs.

3.10. Consumer Initiatives

3.10.1 Many actions discussed elsewhere in this paper also respond directly to the concerns of consumers, such as those on marketing boards (3.7), nutrition (3.10), food safety (3.11), and the steps taken last summer concerning the rapid rise in food prices (2.7 and 2.8). Other activities of importance to consumers include those designed to improve the productivity, efficiency and stability of the food system and the expansion by CCA of its Food Talk Program. This program is operated in communities across Canada as part of the government's summer student employment program. It provides information on such topics as food quality, nutrition, labels, and budgeting directly to low-income families, native people, immigrants and senior citizens. The information prepared for this program is being incorporated into a Food Basics Kit for general use by CCA's local and regional offices.

3.10.2. Planned activities directly related to consumer issues include the following:

- a) An examination of ways to improve government food information programs. A listing of all such programs is presented in Appendix III.
- b) Increased research on consumer food buying behaviour in the context of the government's effort to improve nutrition.

- c) Additional efforts to meet the needs of disadvantaged consumers. The possibility of expanding the "grassroots" approach used in the Food Talk Program and some programs of NHW will be examined in consultation with the provinces.
- d) Examination of possible additional or alternative ways to support the information and education activities of the private sector. NHW has made substantial progress in developing basic teaching materials for use by the private sector and the provinces.

3.11 Nutrition

3.11.1 At the Food Conference, the Minister of National Health and Welfare stated the government's intention to take full account of nutritional factors in its policies and programs for the food system in order to bring about dietary change in accordance with Canada's Food Guide and the government's dietary recommendations. Responsibility for developing work plans and achievement indicators has been assigned to the Interdepartmental Committee on Food Quality and Safety (also see 3.12.1). A proposal for assessing the impact on nutrition of planned government actions has been developed. These and other activities are described in detail in the accompanying Discussion Paper entitled Integration of Nutrition into the Food Strategy. Included in the list of activities are:

- a) the multi-sectoral nutrition education conference held in October 1978;
- b) negotiation with the provinces, professional associations, voluntary agencies and the food industry to publicize and utilize the modified nutrition recommendations of the Committee on Diet and Cardiovascular Disease;
- c) the drafting of guidelines on novel proteins and the review of policies regarding additives and new foods;
- d) the publication by NHW and Agriculture of Shopping for Food and Nutrition; and
- e) several other activities mentioned elsewhere in this report, especially in the preceding section on consumer initiatives.

3.12 Food Safety

3.12.1 Food safety is the object of regulatory programs operated by NHW, Agriculture, and Fisheries. These departments, together with CCA and ITC, have formed the senior level Interdepartmental Committee on Food Quality and Safety in order to ensure that government programs are comprehensive and effective in identifying and dealing with food safety problems. The Committee has reviewed procedures for the recall of unsafe food and for early recognition of the possible impact on foods of environmental emergencies involving toxic substances. Federal-provincial consultations are underway with a view to reaching agreement with the provinces on harmonization of regulations or guidelines for temperature control in transport, storage and retail display of foods.

3.12.2 The impact of government regulations on costs is a major concern of the food industry. While there is little question food safety must be closely regulated, some people question the desirability of certain regulations in areas such as grading and labelling. In response the government has initiated the Socio-Economic Impact Analysis Program which requires that all major regulations in the health, safety and fairness areas be subject to a cost-benefit analysis prior to implementation. In addition, as noted in 3.9.2, some departments are conducting internal reviews of their regulatory programs and the Economic Council has included the food sector in its comprehensive study of government regulation.

3.13 Coordination of Public Information on Food Policy

3.13.1 The primary goals of a coordinated public information program should be to explain to Canadians the actions being taken by government to further its food policy, the characteristics of the food system, and the origins of food price changes. These provide a basis for more informed decision-making by all participants in the food system. To meet these goals the Steering Group has established an Information Sub-Group chaired by PCO with the specific objectives of ensuring, (a) the timely publication of significant developments in food policy, and (b) that all public information is both accurate and compatible with food policy and strategy regardless of departmental origin.

3.13.2 The Sub-Group has compiled a resume of existing and proposed food-oriented public information activities as a basis for co-ordinated planning by the departments involved (see Appendix III).

4.0 ALTERNATIVES

No alternatives are presented in this report.

5.0 FINANCIAL CONSIDERATIONS

5.1 There are no financial considerations directly associated with this submission. The cost of publicizing the government's activities in the food policy area is being met from the existing budgets of the departments concerned. Funding of the many programs mentioned is either provided in existing budgets or would be the subject of separate submissions.

6.0 FEDERAL-PROVINCIAL RELATIONS

6.1 A number of the activities discussed in this paper involve both federal and provincial governments. Where significant provincial involvement exists, federal-provincial discussions take place at official and ministerial levels, e.g., agricultural development, agricultural stabilization, nutrition, fisheries development, recommendations of the Industry Sector Task Forces.

7.0 INTERDEPARTMENTAL CONSULTATIONS

7.1 As described in Section 2.5, the Interdepartmental Steering Group on Food Policy coordinates the government's work on food strategy. This report has been prepared by the Steering Group and has been reviewed by the Committee of Deputy Ministers on Food Policy.

8.0 CONCLUSION

8.1 This Discussion Paper has provided a review of the work undertaken by government, particularly since the National Food Strategy Conference in February, and has set out plans for the further development and articulation of food strategy. The most prominent concern voiced in response to a A Food Strategy for Canada and at the Food Conference is the need to establish on-going consultative mechanisms involving all parts of the food system. Related to this concern is the urgent need to acquaint the public at large and the food system in particular with the activities of the government in food policy. In particular the stakeholders in the food system need to be informed of developments since the Food Conference.

The Honorable Warren Allmand
Minister of Consumer and
Corporate Affairs

The Honorable Eugene Whelan
Minister of Agriculture

APPENDIX I

A FOOD STRATEGY FOR CANADA

STATUS OF THE WORK PROGRAM

POTENTIAL NEW LEGISLATION

1. Temporary safeguard action against low priced imports*:

(a) ITC to review the Export and Import Permit Act and items on the Import Control List

The review was completed and a report made to the government on the adoption of a standard format for surtax requests.

(b) Agriculture to consider a Canadian Meat Trade Authority for beef and veal

Proposals for a Canadian Meat Trade Authority were considered by the government which opted for continuing to regulate imports under the Export and Import Permits Act. Quotas are being set under the Act in relation to the average level of beef and veal imports between 1971 and 1975 adjusted for changes in domestic beef consumption. Other factors to be taken into account include the level of consumer prices and the trade policy of the USA. Quota levels for 1979 are under consideration**. The current régime is being monitored and will be reviewed at the end of 1980.

(c) Finance to review procedures and provisions relating to surtaxes under the Customs Tariff (including proposals for horticultural products).

The government decided that a standard format be introduced for surtax requests on perishable foodstuffs and that a time limit of 20 days be set for officials to report to Ministers following receipt of a surtax request. Consultations on the new format are taking place. Also, the government agreed as part of its decisions on Industrial Development and A Climate for Growth to improve procedures for dealing with injurious imports.

(d) National Revenue to review the usefulness of the Anti-dumping Act as a temporary safeguard.

The review was conducted and the conclusion reached that, because of the constraints imposed by the International Anti-dumping Code, the Act was more

*The statements of the Work Program are abbreviated.

**Announced December 22, 1978.

suitable to dealing with longer-term problems of low-priced manufactured imports than with providing temporary safeguards against low-priced fresh produce.

2. Finance to review tariff changes recommended by the Tariff Board on fresh horticultural products.

General supports for the Board's recommendations was announced in April and renegotiation of various GATT commitments in the context of Multilateral Trade Negotiations (MTN) on increasing certain tariffs on fruit and vegetables is now nearly complete.

3. Agriculture, in consultation with DREE, to prepare a national approach to agricultural development.

The Agricultural Development Strategy was approved in November 1977 and a progress report made in June 1978 and announced. Also see Section 3.4.

4. Agriculture to consider revisions to the Agricultural Stabilization Act, including extending mandatory coverage, increasing minimum support levels, possibly with federal-provincial-producer-financed funds, and harmonizing federal and provincial programs.

Significant progress has been made towards the harmonization of federal and provincial stabilization and income assurance programs. A technical committee is continuing discussions. Also see Section 3.5.

5. Fisheries, in consultation with ITC, to develop proposals to facilitate a more united and informed approach to fish exporting.

In May, the industry, through the Fisheries Council of Canada, formed a voluntary association, the Canadian Association of Fish Exporters (CAFE), to collaborate in the export marketing effort. Earlier, a separate group, the B.C. Seafood Exporters Association (BCSEA), was formed. Fisheries is now preparing proposals for export licensing legislation should the CAFE and the BCSEA fail to meet certain objectives of export market consolidation. Also see Section 3.8.

NEW STUDIES

1. Agriculture, ITC, Fisheries, CCA, and NHW to review the adequacy of market information and forecasting services and, in this light, to supplement the efforts of Agriculture and Fisheries to stimulate demand for low-priced nutritious foods.

Interdepartmental meetings have been held and a considerable volume of material on market information is being reviewed.

2. CCA, in an appropriate manner, to direct the Bureau of Competition Policy to study the processing, distributing and retailing sectors in the light of the government's new competition policy.

A Memorandum and Discussion paper on the performance of the food processing, distribution and retailing sectors were considered in February 1978 and the Discussion Paper was then published. Also see Section 3.9. In July, 1978, the Bureau of Competition Policy released a Working Paper entitled Application of Competition Policy to the Food and Agriculture Sector. The bureau continues to apply existing competition legislation to this sector.

3. CCA, DREE, Agriculture and ITC to consider the establishment of a small interdepartmental group to:

- consult with DREE on requests for grants under the Regional Development Incentives Act and General Development Agreements with the provinces in the food processing and distribution fields; and
- re-examine with ITC the priorities for productivity improvement grants within the agriculture, fisheries and food industries.

This was completed and the general conclusion was that existing inter-departmental consultations are satisfactory and that no major changes in arrangements are needed.

4. Agriculture, in conjunction with CCA, to propose changes in the structure and procedures of the National Farm Products Marketing Council, other than those requiring legislative changes, to improve its regulation of agencies under its jurisdiction, and to ensure the interest of producers, processors and consumers are taken into account in the consideration of new marketing proposals.

The government has agreed to changes in the structure and operations of the Council. Changes in the structure procedures and leadership of the NFPMC were announced January 4, 1979. Also see Section 3.7.

ON-GOING PROGRAMS

1. NHW, in the context of the Social Security Review, to resolve administrative problems associated with programs for the working poor (including relevant farmers and fishermen).

The recently announced refundable Child Tax Credit and Guaranteed Income Supplement will assist the working poor, including low income farmers and fishermen. Also see Section 2.7.

2. Agriculture to conduct an examination of the long term dairy policy, taking into account the nutritional importance of milk.

A project proposal has been prepared by Agriculture and is under review.

3. Agriculture and Fisheries to note the government's preparedness to join with the provinces in any initiative to formulate a national land use policy and Fisheries to accelerate work on conservation and development programs for the fishing industry.

A federal policy on Land Use has been drafted to guide the impact of federal policies and programs on the use of public and private land throughout the nation and to guide the management acquisition and disposal of federal lands.

The extension of Canada's fisheries jurisdiction to 200 miles has been but one step in the rationalization of the total fishing industry. The phasing out of the fishing effort by foreign countries has allowed Canadian fishermen to increase their share of the catch. However, strict quotas are still in force in order to allow the resource to recover to its full potential. Special efforts are being made to encourage the harvesting and use of non-traditional species. The harvesting capacity of the Canadian industry will be gradually adjusted to the available stocks in order to derive maximum benefit from the resource. Programs for the management of the 200 mile zone, Atlantic fisheries development and salmonie enhancement are being continued. Also see Section 3.8.

4. PCO to review appointments to boards, agencies and other institutions in food production and marketing to ensure conflict of interest guidelines are observed and the interests of producers, processors and consumers are represented.

This is an on-going activity. Recently new appointments have been announced to the NFPMC and to the National Chicken Marketing Board.

5. NHW TO:

- (a) establish a nutrition advisory committee and develop guidelines on the acceptability, from a health standpoint, of new foods and new food components;
- (b) review food additive policy for safety and effectiveness of additives;
- (c) intensify federal-provincial consultations concerning nutrition guidelines, acceptance of nutrition education programs appropriate for schools, and the training of professionals, education program aimed at

vulnerable groups, food advertising, nutrition as part of the health care system, monitoring nutrition problems and improved microbiological quality of foods.

Recommendations on nutrition were accepted by the Government in February 1978. Also see Sections 3.10, 3.11 and 3.12 and accompanying Discussion Paper Integration of Nutrition into the Food Strategy.

6. MOSST, Agriculture, Fisheries and NHW to develop a comprehensive approach to food research and development (including the nutritional safety, economic, human, and technological aspects).

A study, which involved extensive consultation with non-government organizations, has been completed and a draft report is under review.

7. Fisheries to expedite a review of stabilization measures, including price support legislation for commercial fishermen.

A thorough review of both supplementation and stabilization programs has been completed. While there is merit to long term measures, no proposal is planned at this time.

8. ITC, in consultation with Agriculture and Finance to examine commodities suitable for international commodity agreements, including imported foodstuffs.

Canada is a member of international agreements for wheat, coffee, sugar and cocoa. ITC, in consultation with other departments, is reviewing proposals for commodity arrangements made in the MTN Meat and Dairy Sub-Groups. Canadian officials are playing a major role in the current renegotiation of the present Cocoa agreement. Officials are also participating in negotiating a new International Wheat Agreement as well as a Coarse Grains Agreement.

NEW PROGRAMS

1. Agriculture, to evaluate extension and other services provided to agriculture by federal and provincial governments.

A first-round analysis of all federal and provincial programs related to agricultural development will soon be completed. Also see Section 3.4.

2. Agriculture to examine the adequacy and effectiveness of federal contributions to veterinary and agricultural schools.

In line with the overall policy of restraints, federal contributions to veterinary colleges have been reduced to \$800,000 in 1978-79 and the entire planned expenditure for 1979-80 has been deferred. Negotiations have been taking place on expanding veterinary training facilities at Saskatoon.

ON-GOING PROGRAMS

1. Finance to review the provision of the Income Tax Act for deferral of capital gains tax on transfers at death to a farmer's child for possible extension to cover a share in a family farming corporation.

The Income Tax Act has been amended to provide for the deferral of capital gains taxes on transfers of this type.

2. ITC, Fisheries and Agriculture to coordinate the review of needs and methods for forecasting foreign market conditions for internal use.

The International Agricultural Intelligence Committee, chaired by ITC, was established in the spring of 1977 to review on a continuing basis the needs of the private sector and governments for foreign market intelligence. An agricultural sector model is being developed by Agriculture which will be helpful in forecasting market conditions. In addition, a Fisheries Marketing Steering Group, including ITC, Fisheries, and the Fisheries Council of Canada, was formed in 1977. A series of fishery product promotions, two technical missions and market research and information projects have been undertaken. Also see Sections 3.6, 3.8 and 3.9.

APPENDIX II

INVENTORY OF GOVERNMENT - PRIVATE SECTOR CONSULTATIVE MECHANISMS ON FOOD STRATEGY

1.0 Introduction

1.1 The purpose of this Appendix is to indicate the variety of channels through which the federal government and private sector consult on food issues. Provincial governments also join in some of the activities mentioned.

2.0 Government-Wide Mechanisms

In addition to the normal, on-going activities of Minister and Members of Parliament, mechanisms used include special royal commissions, parliamentary committees and special task forces, the consultative activities of groups such as the Tariff Board and the Canadian Tariff and Trade Committee, and the process of receiving and, in some cases, requesting, briefs from the private sector. The consultative process associated with A Food Strategy for Canada, which has involved several of these mechanisms is described in Section 2.0.

3.0 Departmental Mechanisms

3.1 Every department consults with the private sector in basically the same ways: Ministers and officials communicate with individuals and organizations (in person, by telephone, and by letter) and participate formally and informally in meetings and conferences, including those sponsored by the private sector; advisory committees of various types are established; discussions take place as an integral part of on-going programs such as health inspection and research. The following list provides specific examples of these mechanisms by department. Although some departments are reported in more detail than others and the format used is not consistent among departments, this listing does illustrate the types of mechanisms used across the government.

3.2 Agriculture

3.2.1 Food Systems Associations

The Minister and officials consult frequently with producer, processor, distributor and retailer organizations. Many of these organizations submit annual briefs to the Minister which are studied and responded to by officials. Many formal and informal meetings are held and the Department is represented at annual meetings of the major organizations.

3.2.2 Canadian Agricultural Services Coordinating Committee (CASCC)

CASCC has as its primary objective the coordination of the total national effort toward the economic and social development of the agricultural industry, and the promotion of the optimum utilization of manpower and financial resources within and between the various operational agencies. A number of

regional and specialist committees have been formed which include representatives from federal and provincial governments, from universities, professional and producer organizations and from industry.

3.2.3 Canadian Agricultural Research Council (CARC)

The Canadian Agricultural Research Council was established in 1974 to advise CASCC on the state and needs of the national program of agricultural research and development. It meets at least annually and includes representation from the department, Deans of Agriculture and Veterinary Medicine, National Research Council, MOSST, Agricultural Institute of Canada, Science Council of Canada, producer groups, agribusiness and others.

3.2.4 Research Activities

Work Planning Meetings are sometimes called by Research Coordinators in the Department to assist in planning for the future. Often these scientists are joined by representatives of provincial Departments of Agriculture, marketing boards, producer cooperatives, processors and university scientists. Official reports of the meetings are often distributed to CASCC members.

Research in areas such as the transportation and handling of perishable products (interdepartmental) involves consultations with the private sector. Work on potato marketing led to the formation of the Potato Action Committee.

3.2.5 Management Committees

Management committees have been established to manage federal/provincial supply management agreements for industrial milk, eggs and turkeys. These committees include representatives of provincial governments, provincial agencies and producer groups. Agencies such as the National Farm Products Marketing Council consult regularly with producers, the PDR sectors and consumers.

3.2.6 Advisory Committees

There exist a number of Advisory Committees on specific programs and policies. These committees frequently go under the name of action, advisory, consultative, co-ordinating or evaluation committees. They are usually made up of industry and government people involved in a specific area and exist to advise the Department on policies and programs dealing with that specific area. For example, the Western Grain Standards Committee and its eastern counterpart are composed of representatives of the Department, the Canadian Wheat Board, the Canadian Grain Commission, grain processors, exporters and producers. Agencies and Commissions also are involved, e.g. the Canadian Grain Commission hears submissions from grain elevator operators, exporters, producers and others relating to maximum elevator charges and costs of operating and maintaining grain elevators.

3.2.7 National Agricultural Outlook Conference

At this annual conference the department outlines probable short and long-term supply and price situations and farm groups, universities, industry groups, consumers, provincial governments and individuals are invited to respond. The conference has wide media coverage.

3.2.8 Commodity Seminars

Recently, the Department has undertaken a series of "commodity system" seminars at which all parties involved in all aspects of production and marketing of a specific food commodity are brought together to discuss problems and propose solutions. There have been seminars for pork and for poultry; a horticulture seminar will be held in March.

3.3 Consumer and Corporate Affairs

3.3.1 Canadian Consumer Council

Provides advice to Minister on consumer issues and departmental policies and programs. Food issues are discussed from time to time. Council has produced a report on food consumption and nutrition, with policy recommendations.

3.3.2 Consumer Services Branch

Regular consultation is undertaken with the Retail Council of Canada and certain major retailers from the council.

3.3.3 Consumer Fraud Protection Branch

Regular and ad hoc consultation occurs with a large number of associations at all levels of the food system, a number of manufacturers of food products, universities and marketing boards.

3.3.4 Bureau of Competition Policy

As required for enforcement, offences and revisions of the Combines Investigation Act, ad hoc consultation occurs with various business organizations and individual firms in the food sector.

3.3.5 Food Policy Group

Regular consultation occurs on food policy issues with the Consumers Association of Canada. The Group also liaises and consults (frequently) with groups and associations from across the food system (GPMC, CFPA, Retail Council, CFA, CGDI, etc), eg. through attendance at meetings and conventions and by individual contacts.

3.5 Fisheries and Oceans

3.5.1 Fisheries Council Technical Committee

This Committee provides regular consultation on inspection and technology programs.

3.5.2 Canadian Atlantic Fishery Technology Advisory Committee

Regular meetings consider current and future needs in the primary and secondary sectors of the industry.

3.5.3 Resource Allocation and Access

Formalized committees consult with industry, e.g. Offshore Groundfish Allocation Committee.

3.5.4 Perishable Fish Products

Consultations are undertaken with organizations distributing perishable fish products, for example through the Study of Transportation and Handling of Perishable Foods (interdepartmental).

3.6 Industry, Trade and Commerce

3.6.1 Minister's Business Advisory Council

Established in 1969, the membership of the Council represents a cross-section of the Canadian business community. In 1977, six out of 37 firms represented were directly engaged in the food industry and four firms represented input industries to food production. This Council provides advice on departmental programs and services in the areas of industrial development, trade and tourism.

3.6.2 Industry Sector Consultative Task Forces

With organizational assistance from ITC, 23 Task Forces were established for the manufacturing sector as a result of a decision at the First Minister's Conference in February 1978. These Task Forces were composed of representatives of private industry, labour, most of the provinces and one academic representative. The mandate of each Task Force was to report on opportunities and constraints in its industry and to make recommendations to enhance the industry's ability to realize its full potential in the 1980's.

Two Task Forces were food related: the Task Force on the Processed Food and Beverage Industry; and the Task Force on the Processed Fruit and Vegetable Industry. They advanced the views of the food processing industry and their recommendations are of direct interest to the evolution of national food policy.

While these Task Forces were established for a particular situation, ITC has standing authority to establish on-going industry sector consultative committees.

3.6.3 Metric Commission Canada

The Commission, established in 1971, advises the Minister of ITC on plans for conversion to the metric system. The work of the Commission is done by sector committees composed of representatives of industry and commerce, associations, governments and other concerned bodies. Thirty-seven of the over 100 sector committees are food-related. For the Canadian food system this will provide easier access to export markets when the metric system is the norm.

3.6.4 Canadian Trade and Tariffs Committee (CTTC)

In 1973, in conjunction with other interested departments, ITC established the CTTC to ensure the availability of a channel through which private sector and provincial government views on Canadian participation in the MTN, could be made known for use in formulating Canadian positions. The CTTC has received hundreds of briefs, a large segment of which were received from the agricultural, fisheries and food products industries.

3.7 National Health and Welfare

3.7.1 Food Industry Liaison Committee

The Health Protection Branch, in July 1977, formalized the liaison with the Grocery Products Manufacturers of Canada acting as the focal or coordination point. Some 17 trade associations are involved in this endeavour. This liaison committee has established joint industry/HPB working groups to deal with draft regulations respecting food recalls and manufacturing facilities and controls.

3.7.2 Committee on Dangers of Glass in Soft Drinks

In January 1977, this committee was established to investigate the cause and potential toxicity of minute glass particles sometimes appearing in carbonated glass bottled beverages. Following a complete investigation by industry, corrective action has been taken with a resulting decrease in enforcement action in this area.

3.7.3 Committee on Microbial Guidelines for Ground Meat

In May 1977, this joint industry/government committee was established, for a two year period, with a mandate to improve the microbiological quality of ground meat sold in Canada. If monitoring activities do not result in measurable improvements, legislation will be given due consideration.

3.7.4 Expert Committee on Polychlorinated Byphenyls (PCBs) in Human Milk

In January, 1978 this group of non-government experts was established on an ad hoc basis to consider problems that might be associated with the presence of PCBs in human milk. The Committee concluded, in a report issued in March, 1978, that the known benefits of breast-feeding outweigh the uncertain risks associated with PCBs but emphasized the need for additional information on PCBs. Monitoring and research activities are continuing.

3.7.5 Dietary Recommendations from the Report on Diet and Cardiovascular Disease

During July - November 1977, provincial health officials were consulted on these recommendations. The recommendations were well received by all provinces and they will implement them in their own way. Correspondence and follow-up discussions and joint planning has been undertaken with a large number of professional associations eg. medical, nursing, dietetic, home economic, food service, consumer, food processing, grocery and food technology, etc.

3.7.6 Proposed Regulatory Amendments

This consultative mechanism uses the "Information Letter" approach as a means to elicit responses from the food industry consumer groups, federal and provincial government agencies, and foreign embassies on regulatory proposals involving foods, drugs, cosmetics, medical devices and certain radiation emitting devices. In the food area respondents are always given at least 60 days to send comments to the Department.

3.7.7 Codex Alimentarius

Developed interdepartmentally, a Canadian position with respect to standards published by the Codex Alimentarius Commission is elaborated in "Codex communiqués" which are sent to trade associations, provincial governments and consumer organizations. Sixty days after receipt of responses, recommendations are made to amend commodity standard regulations to harmonize as closely as possible with the Codex proposals.

3.8 Regional Economic Expansion

3.8.1 Formation of Sub-Agreements

There is extensive interdepartmental consultation prior to intergovernmental consultation. There is also consultation with the private sector in some cases.

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APPENDIX III

1.

November 24, 1978

PROGRAM / ACTIVITY	LEAD DEPARTMENT	STATUS	DESCRIPTION
<u>PRINTED MATERIALS</u> General Publications	Agriculture Consumers & Corporate Affairs Health and Welfare Fisheries & Oceans	On-going On-going On-going On-going	1200 titles available free to the public; 42 deal specifically with food selection and preparation; sample titles include Skim Milk Powder, Turkey for Everyone, Chicken Broilers, Canadian Cheese Guide, Tree Fruit Recipes, Shopping for Food and Nutrition. Sample titles include Check Our List Before You Check Out, Every Label Tells A Story, We Make Sure You Get What You Pay For, We Make Sure The Marketplace Works For You. Sample titles include Shopping for Food and Nutrition, Canada's Food Guide, Food and Your Heart, Eat Better for Less, Nutrient Value of Some Common Foods. Sample titles include Seafood Recipes for Calorie Counters, Frozen Filets, Shellfish-a-plenty, Seafood Treats from the Barbecue.
<u>SPECIAL PUBLICATIONS</u> Culinary Comments Food Communiqué	Agriculture Agriculture	Issued 6 times yearly Issued 4 to 6 times yearly	Publication for food managers in small institutions; features menus for 50 people. Newsletter for provincial and extension home economists, food and nutrition experts in industry and marketing boards, and teachers of food and nutrition. ... /

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2.

November 24, 1978

PROGRAM/ ACTIVITY	LEAD DEPARTMENT	STATUS	DESCRIPTION
Cheque Inserts	Health and Welfare	Periodic.	Information "Stuffers" distributed with Family Allowance and Old Age Pension cheques frequently include messages on food and nutrition.
Posters	Health and Welfare	Available in December '78	Series of posters on nutritional values of fish, vegetables, fruit and cereals.
<u>NEWS MEDIA MATERIALS</u>			
Food File	Agriculture	Bi-weekly	Commenced in November, a package of food news is being offered to consumer editors.
News and Features	Agriculture	Issued weekly	Provided to newspapers, radio stations and television stations, agricultural representatives and other government offices and agencies.
The Food Basket	Agriculture	Issued bi-monthly	Provides short news releases with seasonal suggestions on available produce and food preparation, information on new food products and equipment, food preservation, low cost recipes and adapting to the metric system.
Food Release	Anti-Inflation Board	Issued monthly - Last issue March '79	Issued to national news media, the release details the movement of the AIB's food index and explains factors that contribute; also contained are the City Average Weekly Cost of a Nutritious Diet and the Weekly Food Price Trend.

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3.

November 24, 1978

PROGRAM / ACTIVITY	LEAD DEPARTMENT	STATUS	DESCRIPTION
<u>RADIO</u>			
FM Consumer Program	Agriculture	Begins in January '79	To run for 26 weeks; 15-minute French-language tape with music and interviews with Agriculture Canada officials; will be provided to 21 French radio FM stations.
From Agriculture Canada with Jayne Sims and Ted Root	Agriculture	Issued weekly	Collection of five daily radio tapes mailed to nearly 100 radio stations.
Interviews and Comments	Agriculture	Issued weekly	Collection of five radio items provided to 85 radio stations; some recent titles include oiling eggs, Canadian specialty cheese, textured protein foods.
Sur le bord de la clôture	Agriculture	Issued daily	Radio tape provided to French-language stations; emphasis on consumer concerns.
Contest	Agriculture	Daily, September through March	French-language radio program; aimed at students; questions asked about Canadian food and agriculture and prizes awarded.
Alimentation d'Aujourd'hui	Agriculture	Weekly	French-language radio program on food topics of consumer interest.

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4.

November 24, 1978

PROGRAM / ACTIVITY	LEAD DEPARTMENT	STATUS	DESCRIPTION
Public Service Messages	Agriculture	Daily, June, July & August	Radio tapes of interest to consumers; recorded during summer months.
On vous écoute	Agriculture	Operates June & July	Questions are relayed from regional radio stations to Ottawa, where the callers' questions are taped. A panel of food experts then answers the questions in a radio talk show format.
Focus on food	Agriculture	Monthly	Radio tape provided to 76 radio stations.
<u>TELEVISION</u>			
Program Series	Health and Welfare	8 segments completed so far	A 13-program series for children, on a variety of lifestyle topics including nutrition. Exposure on Radio-Canada (CBC French network) expected to begin in January 1979. Use on English television is being negotiated.
<u>NEWSPAPERS</u>			
Food Backgrounders	Consumer and Corporate Affairs	In production	Series of bi-monthly backgrounders on all aspects of food to encourage consumers to seek the best value for their food dollar.
<u>FILM and AUDIO-VISUAL</u>			
Food Basics	Consumer and Corporate Affairs	In production	Kit with audio-visual presentation to provide field staff and others with good "food buymanship" information to help consumer obtain better value for their food dollar.

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November 24, 1978

PROGRAM / ACTIVITY	LEAD DEPARTMENT	STATUS	DESCRIPTION
Consumer Films	Agriculture	On-going	A bank of 12 food films available for loan without charge. Generally one new film is made per year, and monthly film clips are provided to television stations.
<u>EXHIBITS</u>			
Regular Exhibit	Consumer & Corporate Affairs, Agriculture, Health and Welfare, Fisheries	On-going	A variety of exhibit and display programs are conducted by these departments, with the placement of exhibits in shopping malls, fairs, exhibitions, supermarkets and major conferences to provide consumer information on food. Specific future plans include entries at the Canadian National Exhibition, Toronto, The Royal Winter Fair, Toronto, the International Salon of Food and Agriculture, Montreal, and other regional and local fall fairs.
<u>MEETINGS / SEMINARS</u>			
Food Talk '78	Consumer & Corporate Affairs	Completed, but should continue next year, perhaps as a year-round program (based on funding)	Was a summer employment program operating in 46 communities across Canada; project teams work with low income, native, immigrant and senior citizen households to help them get better value for their food dollar. More than 35 publications of various departments are distributed.
Field Operations	Consumer & Corporate Affairs	On-going	Field Operations staff regularly conduct seminars, workshops and presentations relating to food buymanship and general food information.

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PROGRAM / ACTIVITY	LEAD DEPARTMENT	STATUS	DESCRIPTION
National Conference on Consumer Assistance	Consumer & Corporate Affairs	Completed	Some 200 delegates from all sectors met on October 16 and 17; basis of the conference was complaint handling, including the area of food prices. Government, industry, voluntary associations and media were represented.
Fish Clinics	Fisheries & Oceans	Planning stage	One clinic was held in the province of Quebec in October to provide the general public with information on handling, cooking and preparation of fish.
Nutrition Education	Health and Welfare	Recently completed	200 representatives of the school systems, health professions, the food industry, government and media met in Ottawa in October to discuss improvement of nutrition education. Conference report and recommendations to come.
<u>OTHER PROMOTIONAL ACTIVITIES</u>			
Consumer Information	Consumer & Corporate Affairs	Begins in December	The telephone tape service will be a part of the consumer self-help program; it will include topics related to food buymanship and food facts.
Consumer Van	Consumer & Corporate Affairs	In operation until December 2, 1978	A mobile consumer centre featuring pre-purchase information, part of which is devoted to food and nutrition, directed to smaller communities in Nova Scotia.

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PROGRAM / ACTIVITY	LEAD DEPARTMENT	STATUS	DESCRIPTION
National Fish and Seafood Month	Fisheries & Oceans	In operation	A proposal to declare November "National Fish and Seafood Month" has resulted in a full-scale public information program during that period.
Nutrition and Cardiovascular Disease	Health and Welfare	On-going	Information activities are being developed to promote public understanding of the nutrition - heart disease link.
<u>PUBLIC ENQUIRIES</u>	Consumer & Corporate Affairs Agriculture Health and Welfare Fisheries and Oceans Anti-Inflation Board	On-going	<p>By mail, telephone and through personal visits, hundreds of thousands of Canadians seek federal government information and advice on food each year. Enquiry offices in Ottawa and in departmental offices throughout Canada respond to these many and varied requests.</p> <p>In Ottawa, food-related enquiries may be directed as follows:</p> <p>DEPARTMENT OF CONSUMER and CORPORATE AFFAIRS Information and Public Relations Place du Portage Hull, Quebec K1A 0C9 (Telephone: 997-3146)</p> <p>DEPARTMENT OF AGRICULTURE Information Division Sir John Carling Bldg. Ottawa, Ontario K1A 0C7 (Telephone: 995-8963)</p>

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PROGRAM / ACTIVITY	LEAD DEPARTMENT	STATUS	DESCRIPTION
			<p>DEPARTMENT OF NATIONAL HEALTH and WELFARE Information Directorate Brooke Claxton Building Ottawa, Ontario K1A 0K9 (Telephone: 996-4950)</p> <p>DEPARTMENT OF FISHERIES and ENVIRONMENT Fisheries Food Center 401 Lebreton Street Ottawa, Ontario (Telephone: 995-5726)</p>

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