

assist in reaching agreement within the industry on recommendations to government. Its principal aim is to increase Canada's share of world markets for all grains and grain products and to effect their efficient utilization domestically. Membership in the Council is open to all non-governmental organizations and associations whose members are directly engaged in grain production, processing, handling, transportation or marketing.

The administrative costs of the Council are shared by the federal government and the industry members. As of April 1974 the Council had 27 member organizations representing several thousand individuals. At least two general meetings are held each year; the Board of Directors meets about 10 times a year. The Council is served by a small secretariat.

11.8.2 Government involvement in other farm products

Governments in Canada at both the federal and provincial levels have from the beginning enacted measures to improve and expand the performance of the agricultural sector. Originally, the emphasis was on production increases and the control and eradication of pests and diseases. Gradually, however, with rising production and increasing specialization on the part of farmers, problems in marketing began to emerge.

To ensure quality, inspection and grading procedures and standards were established, but the periodic collapse of prices caused by bumper crops and intensified by the general inability of large numbers of producers to bargain on an equitable basis with far fewer buyers has been a much more difficult part of the marketing problem.

The first attempts to provide bargaining power to producers was the organization of voluntary marketing co-operatives. All provinces eventually passed legislation for incorporation of these co-operatives, and most of them also provided additional assistance in various forms. Federally, the introduction of the Agricultural Products Co-operative Marketing Act provided for financial guarantees to producers willing to market their crops on a pooling-of-returns basis. Further information on the role of co-operative organizations is given in Chapter 18.

Although much co-operative marketing was successful, particularly in the first years of incorporation, it was found that the voluntary aspect for many marketing co-operatives was a serious weakness. Many members dropped out in good times to make their own deals. A type of marketing organization was needed with the legal power to control the output of all producers of a certain product in a certain area, and as a result marketing control legislation was adopted providing for various types of boards and agencies.

11.8.2.1 Product controls

The federal and provincial departments of agriculture co-operate in establishing and enforcing grades of quality standards for various foods. Some control over size and types of containers used for distribution of agricultural products is exercised by the Canada Department of Agriculture, and the Department of Consumer and Corporate Affairs enforces regulations pertaining to weights and measures.

Standards related to health and sanitation in food handling are developed and enforced at all three levels of government — municipal, provincial and federal. Examples of provincial and municipal action include laws pertaining to pasteurization of milk, inspection of slaughterhouses and sanitary standards in restaurants. At the federal level, inspection by the Health of Animals Branch of the Canada Department of Agriculture of all meat carcasses that enter into interprovincial trade is required; the Foods and Drugs Directorates of the Department of National Health and Welfare have wide responsibility for food composition standards; and the Department of Consumer and Corporate Affairs has jurisdiction over advertising.

11.8.2.2 Marketing controls

The Agricultural Products Co-operative Marketing Act (RSC 1970, c.A-6) was passed in 1939 as a result of a federal government decision to assist orderly marketing by encouraging the establishment of pools that would give the producer the maximum sales return for his product, less a maximum margin for handling expenses agreed upon in advance. The Wheat Co-operative Marketing Act was passed at the same time but was in effect for only one year, and the Agricultural Products Co-operative Marketing Act now covers the marketing of all agricultural products except wheat produced in the Canadian Wheat Board area.

The purpose of this Act is to aid farmers in pooling the returns from sale of their products by guaranteeing initial payments and thus assisting in the orderly marketing of the product.