

Be supportive of Canadian industries

Dear Women's Institute members

Since November I have been actively engaged in finding out what support the agriculture industry in Ontario receives from government and other sources. It has been continually brought to my mind that the consumer in Ontario needs to be educated about the cost of producing food, and the need for higher returns in the industry. The consumer must be educated as to how the food is produced, and what is produced and grown in Ontario. We want more knowledgeable consumers, and shoppers consciously supporting the agri-food industry in Ontario.

It makes me think that we as consumers in Ontario, and all of Canada must be knowledgeable, and supportive of other Canadian industries producing consumer goods. How

Between the Lines Charlotte Johnson



many of us are aware of the shoe manufacturing industry in Ontario, and the financial difficulties it experiences? This industry is undergoing stress because of competition from foreign sources. Do we comparison shop? Do we know where our shoes are made? Do we support the industry in Ontario and ultimately the jobs of many of our fellow citizens? Do we want a healthy shoe industry so that these people who derive their livelihood from it will be able to maintain their homes, and not be uprooted?

February workshops developed resource leaders

Developing resource leaders was the main objective of the Federated Women's Institutes of Ontario (FWIO) during their Leadership Development Workshops on Feb. 25, 26 at the Bond Place Hotel, Toronto. The 85 delegates from across Ontario will return and organize workshops on the current topics within their communities.

Pat Ferraro, Guelph, conducted the opening session on Effective Speaking aimed at personal development and planning a stimulating workshop.

The delegates then attended concurrent workshops related to Water and Financial Planning.

Dr. Keith Rodgers, Senior Research Management Advisor from Environment Canada addressed the session on Water — Nature's Greatest Resource. Water has no cost, it can be removed from rivers, and lakes, by industry, municipalities or individuals and little is being done to discourage its waste or excess use. Dr. Rodgers states, "Acid rain changes quality but not the quantity of water." Because the quality does effect the economy, research is being encouraged to make

Rena Cunningham FWIO PRO



the new technology for controlling causes of acid rain more effective and less costly. Other concerns covered were water testing, water diversions and exportation and Great Lakes pollution.

Don Beach, chartered accountant from Coopers and Lybrand, Toronto led the session on personal financial planning. You must first determine your goals. Then Mr. Beach recommended, "to maximize your cash flow". Plan expense control — get value for your money, avoid or reduce interest and consider your lifestyle, live within your means. Look at security and take into account loss of income through accident or disability, death or the insecurity of occupation. Other topics enlarged upon were partnerships, trust funds and power of attorney.

The clothing industry in Canada is well established. However, in talking to a representative from one of the companies in Quebec last summer, I heard that there are some problems there as well. Do Women's Institute members support, and encourage, the "Buy Canadian" campaign?

Central Canada has produced some of the finest furniture sold. Do you know what is happening to our fine furniture manufacturing companies? Can you tell me where there is an apprenticeship program for young men and women who are interested in this trade? Who will make our fine furniture in the future, or does our society care? Is our interest only in disposable goods?

The tourist industry in Ontario brings much revenue to the province. It gives financial stability to many thousands each year who are employed in the industry. Where do your vacation dollars go? Do they go to support your own industry? Ontario has much to offer vacationers and we don't have to go far to see much of the beauty and share in the excitement of Ontario experiences. Perhaps you share in this industry with a farm vacation home.

During the last three years we were encouraged to study producer-consumer relations. Did we really have success from these studies? Are we well informed consumers? Comparison shopping, including the quality of merchandise, the price tag attached, the origin of the product, packaging, and finally, the necessity of the purchaser having the product, all can be taken into consideration. Are we supportive of all Canadian industries producing consumer goods? When we shop, be it for food or any other product, what are the factors influencing our purchases?

As well-informed Canadian consumers, I ask you to consider not only the necessity of being supportive of a strong agri-food industry, but also of being supportive of the many other industries in Ontario and Canada producing consumer goods. The slogans, "Ontario Grown", and "Buy Canadian" encourage us to help ensure that a stable economy will continue in the trade sector of our nation.