

Interview: Brian Nasu (BN)
Interviewer: Phil Legg (PL)
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Transcription: Natasha Fairweather

PL [00:00:05] Well, why don't we start with talking about early years. Where'd you grow up and where'd you go to school, those sorts of things?

BN [00:00:15] Well, I was born in Tofino, B.C.

PL [00:00:18] Oh, right.

BN [00:00:19] Now everyone goes there to visit. That's where I was born and lived in Ucluelet for the first few years because my father, who was interned back in Ontario, they came out to Ucluelet to be part of the fishing industry. So that's where they lived. And I was born there. I moved to Vancouver when I was four and grew up in East Van. At that time, one of the very few Asians in the—

PL [00:00:53] In the school system?

BN [00:00:53] In the school district. So I grew up like a minority of a minority, right? Not like it is today where you may be a minority, but you're the majority.

PL [00:01:08] Yeah. So did the whole family move from Vancouver Island to Vancouver?

BN [00:01:16] Yeah. My three siblings and myself, we moved with my mother and father. But back then in the fishing industry my father was gone from April to October and came home once in a while. In the early years, that's where all my brothers and myself went out for three or four years and deckhanded on the boats. That's where I figured out that I didn't want to work in the fishing industry. It's a pretty hard life. I think I would have been okay because it really died off starting in the eighties. Now you can barely make a living even though you're doing well daily but the openings are so few.

PL [00:02:10] Yeah. And of course the waterfront down around in East Van with B.C. Packers and places like that. I remember my brother and I doing night shifts when the fleets would come in, in September.

BN [00:02:27] Yeah. And in that industry in different places you could earn a decent living without having to get any formal education.

PL [00:02:40] Yeah. Neat. So those are your early years, and which school, which part of East Van were you in?

BN [00:02:47] I grew up in the Killarney area, but I went to David Thompson High School. I graduated from there.

PL [00:02:56] Yeah. So let's talk about early working experience and how that merged into life in the labour movement.

BN [00:03:07] In the early days with my friends, we went and worked at Buy-Low Foods which was a non-union place at that time, and my friends eventually moved to Safeway. So I learned about Safeway and what they do so I followed them, except I went to IGA where it was a non-union store. And at that point there was an organizing drive going on. Because I'd been to union meetings with my friends who worked at Safeway, it was a no-brainer to sign up and to become part of the union. We had, well not threats against us, but managers and the owner try to put pressure on us and, co-workers, telling us all we'd only make half the hours. But at the end of the day, we made twice as much money. Because that's when you could get a job at a grocery store or BC Tel, BC Hydro, the mills and make a decent living.

PL [00:04:32] Oh, yeah, absolutely. I remember the retail food business, they paid good money. I always remember in the woodworkers union, there was always some chafing about "How come we can't get a settlement like they got a settlement," that kind of stuff. So in the organizing drive, what kind of a role did you play? Was it just signing a card?

BN [00:04:59] It was, basically at that point because it was well under way. I remember meeting with Fred Pflueger, and he was the union rep for the UFCW (United Food and Commercial Workers). And I signed the card. I guess we got together with a few meetings, but we got certified and then we had to merge into multiple, from single units to the multiple unit certification.

PL [00:05:32] Very good. When you were at the store, did that lead you to a degree of involvement in union stuff or were you just working at the store?

BN [00:05:45] Just working at the store at the start, because I really just started so I had to figure out what was going in the store, never mind with the union stuff. I attended the meetings, so I got to know some of the leadership. Jack Allard was there, Brian Denton was there, and then some of the business agents. So when it did come time to negotiate contracts and to do different things, I knew who they were. And I guess they recognized me because I was one of the few non-white people to attend the meeting.

PL [00:06:27] You got to go on bargaining committees, on grievance committees?

BN [00:06:34] At first I became a shop steward, because right then they were going through a trusteeship. The good thing being that there was lots of training and activity going on into local. So I got steward training, then I got put on to the bargaining committee and then from there, as we came out of the trusteeship, I ran for one of the executive board positions and was lucky enough to win.

PL [00:07:05] Good stuff. Okay, so roughly what years were these we're talking about?

BN [00:07:10] So 1988, I became on the executive board. So. I guess prior to that, from '79 to '88.

PL [00:07:28] So, these were the middle years of the Vander Zalm government. There's obviously a lot of to-ing and fro-ing going on. Did that affect your role within the UFCW at all?

BN [00:07:44] Well, there was the Operation Solidarity one day strike that I helped to orderly shut down the store. So we did that. I remember Dave Wilson. That's when I first met Dave Wilson. He came out and—

PL [00:08:01] Explained how things were going to work?

BN [00:08:02] Explained what we were doing. Put up a picket sign and we orderly shut down the store. That was the first part. And then part of that there was the march of—I think that was a few years later after the one day strike, the general strike per se—that we went to Victoria and I was part of that—

PL [00:08:29] Contingent that went there?

BN [00:08:29] Contingent. Yeah. It was very interesting. Lots of buses.

PL [00:08:35] I remember the interview we did with Ken Georgetti. He talked about how the day after the one day strike, the front page of The Province said that he was being accused of sedition. He said his first reaction was that he had to go to a dictionary to find out what the hell it meant. So you were, by this point, fairly active in the politics of the labour movement, and other politics?

BN [00:09:07] I guess in politics, I never really was that involved in politics until I joined the union and, I guess not joined the union but got involved with the executive board. That was an opportunity to see a whole bunch more of what we do and how we live. So I remember getting involved in '88 with Don Black's election in Westminster-Burnaby.

PL [00:09:44] Right.

BN [00:09:45] And pretty much after that, especially because the unions at that point could release people.

PL [00:09:52] Yes.

BN [00:09:52] So I got released or volunteered. And I think they came hand-in-hand because you volunteered, they knew you. Gordie Larkin would come up and find you and get you released to work on a campaign. So I pretty much worked full-time in quite a few provincial, federal, municipal elections for the NDP. In 1996 I got hired by the NDP for the pre-election. So I worked one year there before we elected Glen Clark, and that was after Casinogate.

PL [00:10:41] Yeah. Yeah. Right. That was a (unclear) of an election.

BN [00:10:45] The Parks report. And so I worked in there. Then once I became full-time staff, there was less time to be released, right? So that's when I just volunteered for different elections since then.

PL [00:11:06] So the move from being active, and shop steward stuff, and on the executive board, to working as a union rep full time. What was that transition like and how were things different once you took on that role?

BN [00:11:24] I guess the apprenticeship was from '88 to '99. At that point you could pretty much freely move between the store and being off on temporary staff. Which was good because you got to experience lots of different opportunities. Gord Larkin convinced me to go to Airdrie, Alberta to work in a campaign that I was supposed to be working under somebody, but I became the de facto campaign manager when I got there.

PL [00:12:04] Okay. And Airdrie, what was going on there?

BN [00:12:07] By-election.

PL [00:12:08] Okay. Okay. Very good.

BN [00:12:10] It was a great experience but—

PL [00:12:13] Alberta is a different country.

BN [00:12:15] Alberta's a very different country. If I thought I grew up as a minority in Vancouver, I was certainly a minority in Airdrie, Alberta.

PL [00:12:26] I'll bet. Wow. And the outcome of that was?

BN [00:12:30] Oh we lost, of course. It was to put up a good showing and to not go into debt.

PL [00:12:40] Excellent, yeah. Those were rough times. So you became a full-time union rep starting in when?

BN [00:12:49] In 1999.

PL [00:12:50] Okay. And so then you're basically handling bargaining, you're handling arbitration work, that sort of stuff, is that—

BN [00:12:59] Yeah. No, it was doing not individual bargaining so much, but as part of the major foods. We had two main contract for retail foods which was the Safeway and Overwaitea/Save-On contracts.

PL [00:13:22] 2001 of course, the NDP Gordon Campbell comes in. How much did that affect life in UFCW and in retail food and those sorts of things?

BN [00:13:44] Well in '96, I know that we had a lot of support from the membership because that was just before Gordon Campbell came in and Gordon was going to bring in scab legislation. I know during that election we were in bargaining—we were actually on the picket line in 1996—there was a lot of our membership who we opened their eyes to what could happen if Gordon Campbell got elected, that they would be able to to scab the locations. So, um, you know, I think we got a great result from the election of Glen Clark. Funnily, ironically, Glen Clark became the head of Save-On.

PL [00:14:51] Yeah, decades later. So when Campbell became premier in 2001, what were some of the impacts it had on certifications within UFCW 1518?

BN [00:15:17] It became more difficult to organize because of the card checks and things like that. We got further behind, unfortunately. He wasn't the catalyst to what we called a two tier wage scale, but certainly drove it harder and faster.

PL [00:15:46] Yeah. Certainly gave confidence to the employer community, you know, "We've got your back. If you want to be mean on your workers, go to it," kind of thing.

BN [00:15:55] And they did, yeah they opened up the Price Mart under a separate contract to try to undermine the existing contract, which unfortunately drove the retail clerks' wages down. So now they're basically a minimum wage job with some higher priced employees, and not even really making a living wage.

PL [00:16:28] Yeah, kind of tough all the way around. So I know that in the nineties you also got involved in other things beyond direct impact to the labour movement. Credit union stuff for example?

BN [00:16:44] Yeah. I guess in becoming executive board and staff it opened up different avenues and I was a member of Community Savings Credit Union and you know, their big launch. Back then and still it was the only fully unionized credit union. Through that and through my relationship with Dave Wilson, we were elected to the credit union board. So I did that for three or four years and learned a lot about the financial and banking business. And then also I've, through the NDP connection, I got to know Bruce Ralston, who was on the board with Vancity Credit Union. So I assisted him a few times in getting him or other of the Action Slate—before when they were allowed to have a slate—to get them elected or re-elected. I ran unsuccessfully. I can't remember the year—

PL [00:18:04] For the Vancity board?

BN [00:18:06] For the Vancity board. Yeah. I think I can say luckily I didn't win, because the Vancity board was a lot more time consuming I'd say, than the Community Savings Board. At that time I had two very young children, so I think the time would have been—

PL [00:18:31] Better spent with them. Yeah.

BN [00:18:34] Yeah. But I did get appointed to the Vancity Foundation. The Vancity Foundation is kind of great because they're giving an allotment of money to do things in the community that Vancity as a corporate entity doesn't take on, but wants to fund them and try things. Things like the recycling, I'd call it I guess a recycling bank where they funded or supported the bidders to—

PL [00:19:18] Basically have a bank account.

BN [00:19:19] Basically have a bank account, because otherwise they'd be just given the money and they'd just use it or get it stolen or whatever. But this way they could somewhat go through their money in a better way.

PL [00:19:40] Yeah. Easier to manage. You also had a lot of history with Union Label. How did that connection come up?

BN [00:19:50] Again with Dave Wilson. He was the president of Union Label. So for different reasons I became the treasurer for Dave, because Dave liked to spend money and he needed just someone to slow him down. We did a lot of great things through the trinkets and trade, and worked hard to find unionized products and buttons and all sorts of things to give out and to promote "Buy union, buy Canadian."

PL [00:20:36] Yeah, exactly. To promote to locals. So, Mike Samuels was he part of that as well?

BN [00:20:45] Yeah. Mike Samuels ran Canadian First Marketing, so he was the source of a lot of the products because that's basically what he did, was tried to source things that were firstly union made and secondly were possible made in Canada. So we found a lot of products and did that, or he knew how to source them. So we were able to buy and promote a lot of union-made products. And then at the trade shows or the conventions, we had booths in the conventions and gave away or promoted the union-made, buy Canadian, buy union.

PL [00:21:43] Yeah. You're a fixture in just about every Fed convention I can ever remember. So that was always a big plus.

BN [00:21:50] And then with the Union Label we also, I think for about ten or twelve years, ran the Labour Day picnic.

PL [00:21:58] Mm hmm. The one at Confed Park.

BN [00:22:01] At Confed Park, yeah. So, we can get up early, and build a stage, and have hotdogs, and corn and all sorts of ice cream and then things throughout the day and games. It was Kenny Isomura and Leslie Roosa run the games through the United Way. So yeah, there's lots of opportunities to do things and meet different people from different parts of labour.

PL [00:22:37] Yeah. So were you ever part of labour liaison stuff with United Way Lower Mainland?

BN [00:22:45] Yeah. So, again getting to know Ken through both Community Savings and the Labour Day picnics, Ken wanted to promote—or maybe promote's not the word—expose me to what they did at the United Way and also I knew Ken from the Labour Council. We used to joke that Gary Kobayashi, myself and Ken were the only three Asians that were at the meeting.

PL [00:23:28] Yeah, you were the block.

BN [00:23:30] Yeah.

PL [00:23:31] Back to politics for a moment, through the decade of the 2000s right up until 2017, how active were you able to become in some of the local NDP stuff that was happening around the province?

BN [00:23:55] I guess I was on different executives with the NDP, worked a lot of their elections, took my kids to a lot of events to be in the background because at that point there was very few of us Asians in the party. So my kids even ended up in commercials for Carole James.

PL [00:24:29] I hope they signed a release form.

BN [00:24:32] They met Jack Layton. Again, you know, needing that background, right? Well, we were only there. My kids really never knew their importance of being there, but as you see it now the party is fully multicultural. It's just in the early 2000s, they needed a few of us just to be planted there.

PL [00:25:01] Right. So, local provincial elections have always been big for you. How about municipal? Was that part of your interest as well?

BN [00:25:15] Well, I was a release in 1996, or—

PL [00:25:22] It's hard to remember the cycle of them.

BN [00:25:24] Well I remember I was released in 1996 because my daughter was born in 1996. And they gave, Tom Sigurdson gave me a few days off to be with my wife at the birth. And then I had to come back and get the election going. I think we won 17 out of 17 at that point.

PL [00:25:46] Yeah. Well hopefully, gave her blessing sort of. The local politics, and I'm talking now about municipal politics, was it ever something that you were at all interested in doing in addition to your union stuff?

BN [00:26:06] Yes and no. I did. But again like the credit union election, and I think I look to that, is the time. It's very time consuming. Well as the job is, you know working as a union rep, you know it's very time consuming. So the choice between parenting your children or just kind of saying hi to them once in a while. And that's where the lure of any politics in that sense, became an easy choice not to do it.

PL [00:26:57] Yeah. You can see that a lot in public life. Families do get ground up pretty good. People who make that commitment, it's tough on everyone.

BN [00:27:10] Yeah. Never mind with the union reps position, which unfortunately destroys a lot of family and family life, to then add to that. Right?

PL [00:27:23] Yeah. It's a non-starter. I hear you on that one. So let's go back a little bit to retail food business and what's been happening, let's say in the last ten years, and what you see going forward. What are some of the trends in the business and how is that affecting people who work in retail food?

BN [00:27:47] Well, unfortunately the retail food membership is becoming more transitory. The long time members who—as I remember, my friend who worked at Safeway used to go every week to apply for a job and this store manager at that time would say "Come back next week" and he made them come for five or six weeks. And finally he said, "Oh, get a haircut, You start on Saturday." I think they were just testing him to see how much he really wanted the job.

PL [00:28:35] Yeah, Yeah.

BN [00:28:36] Whereas today even if you don't show up the next day, they'll still bring you back on the third or fourth day because they're just so desperate for help. And that sort of long-term employee scenario is no longer there. So it's hard to educate and organize and get people to know the real power of the membership.

PL [00:29:07] Yeah. It's definitely now at a corporate level. I know there's been a lot of, some would say shifting of chairs on the deck of the Titanic. It seems as though the number of corporations that are controlling retail food is getting smaller and smaller. Is a trend that you lived through and can see more of?

BN [00:29:34] Well, basically in B.C. there's three sort of major players. Safeway used to be the largest employer but they've shrunk and, well shrunk and expanded and becoming part of Sobeys. And then there's Save-On, which is Jimmy Pattison, which has grown leaps and bounds in the years I've been part of the industry. And then there's Loblaws, which used to be quite strong with SUPERVALU, and then retreated. Then came back with the Real Canadian Superstore. Their power back east, they were able to create a separate UFCW local out here which really eroded the wages of the membership locally.

PL [00:30:43] Anything that was in competition with Canadian Superstore was being guided by this.

BN [00:30:48] Yeah, because the wages back east were quite a bit less than they were in British Columbia. B.C. had the strongest labour support, had the strongest contracts they had, we had a pension plan individually and it's probably as big as the national pension plan.

PL [00:31:17] Yeah. And so all of that basically was hip-checked by the arrival of Superstore?

BN [00:31:25] It slowed it down. I think Brooke and Ivan certainly did their best to keep Superstore at bay

PL [00:31:41] That local, what was it? I think it was 666?

BN [00:31:45] When it came in it was Local 777.

PL [00:31:48] 777. And then did it get absorbed into the rest?

BN [00:31:51] They merged with the other local—the meat local, Local 2000—and became Local 247.

PL [00:31:59] Okay, and that continues on today?

BN [00:32:04] That continues on today.

PL [00:32:05] Is there coordination of negotiations between 247 and 1518?

BN [00:32:15] There is because our contracts are up at the same time. But I wouldn't say we typically work together to manage contracts.

PL [00:32:27] Right, or tremendous negotiations.

BN [00:32:30] Yes.

PL [00:32:30] Yeah. Okay. Different context, different everything.

BN [00:32:34] Well, the only thing similar is we do it at the same time, but we don't coordinate with meetings or with proposals or things like that. They're just done at the same time and that's about the coordination. Same as in a lot of stores. We have the bakers too. They do their thing, but it's usually after we've wrapped up.

PL [00:33:03] Yeah. Now is that a separate bargaining unit within a store, or within—

BN [00:33:10] So in Safeway and in the Lower Mainland they still have the bakers' union. So the bakers are part of that union. The front-end clerks are retail clerks and then the meat and deli is Local 247. In Save-On they're all wall-to-wall 1518. Which there was a bit of a trade-off and where the Loblaws people, the SUPERVALU people, became wall-to-wall 247.

PL [00:33:54] Got it. Okay. In some of the back-and-forth you did a stint with Tom Fox in the performers' union. How was that, how did that happen?

BN [00:34:07] In 1993, Tom had been offered a position with the Union of BC Performers because that was when they were going through their fight with ACTRA?

PL [00:34:24] Yes.

BN [00:34:25] So they created the Union of BC Performers, and I guess Tom knew Brooke Sundin. I think Tom worked at that time for Brooke, so he got to know us. I was still on the executive board and temporary staff. He wanted a union-type person as opposed to an actor-type person to help organize things and do certain things, so I took a leave of absence—because I was still working in the store—and worked there in the movie industry for a year.

PL [00:35:13] Okay. And any insight from that experience?

BN [00:35:16] Yeah. Movie people are quite different from food people.

PL [00:35:22] Yeah. In which ways?

BN [00:35:25] Well just, you know, they are supposed to be a little more—they're actors.

PL [00:35:32] Right. And so I guess the work sort of comes in gushes, doesn't it? You're going to make a movie—

BN [00:35:39] Yeah, they make a lot of money. And then, well as they say, every day we're in an audition. So every day they have to go audition for their job as opposed to when you're in the food or other type of job that you interview once and you're hired and you have a contract.

PL [00:36:03] So, yeah, that would be a lot of up and down. Yeah. That stint lasted for a year. Was it project based? Were you trying to organize something and then it was done and then—

BN [00:36:19] No, just really 'cause it was the first years he was really just trying to get it up and running and just wanted someone that he knew, that knew something about organized labour to start doing things. It's been around for 30 years UBCP and so it's doing quite well.

PL [00:36:51] Yeah. So let's go back to your time at UFCW and now I'm going to shift into the second decade of the 2000s. How did the election—the defeat of the Liberals in 2017—how did that, or did it have any effect on any kind of work that you did and anything to do with the sectors that you were most interested in?

BN [00:37:25] Yeah, not a whole lot because I wasn't in the organizing department and I know it got a lot easier to organize because of the different rules in regards to card check and things like that. I wasn't fully involved in the change I guess. Good or bad, it's when the minimum wage got brought into a little bit instead of being at the bottom of the barrel we were near the middle or higher middle. Which was great, except it affected the contracts because the level got raised up, but then more people were down towards the bottom.

PL [00:38:29] So the contract would spell an hourly rate and the minimum, the difference between that and minimum wage was—

BN [00:38:36] Well in some of the contracts, because we negotiated before the change in the minimum wage, a lot of people were—what they say—were underwater. So as the minimum wage went up, their contract level said after two years you're making X amount but it was under the minimum wage, so they were virtually making the minimum wage.

PL [00:39:01] And those contracts did it get, as they would expire did it become easier for you to move them ahead? I mean, to what extent has bargaining been tougher or easier as you move from 217 [2017] on?

BN [00:39:20] Well, tougher in the sense of—which is great that the minimum wage keeps getting raised—but because the employer's argument is we're spending all this money to pay the minimum wage, we're not increasing the top amount that greatly. So there's the gap between the starting rate and the top rate keeps shrinking. So it's harder for people to see a gain. The scales are still there, but it's hard for people to—where it used to be a dollar difference between the steps on the grid, now they're twenty-five cents. It's a lot harder for people to see a gain after a contract or after they've had an anniversary.

PL [00:40:25] Yeah. What about from an organizing perspective? Has the changes from 2017-on made organizing easier, harder, 'bout the same?

BN [00:40:40] I think it's gotten a little bit easier, especially with the digital organizing. They've been able to get into different sectors. The hospitality, where they've been able to organize some of the coffee shops and smaller organizations like that. Through the digital card signing. But again, not being part of the organizing—although I did negotiate some of their contracts. Again, that's a very different industry than the retail food.

PL [00:41:25] Yeah, turnover is a big deal. I mean in service trades generally, that's certainly the complaint that you'll often hear in media from employers is they can't hold on to anybody. To which I would say, well if you paid somebody a decent living wage, you would hold on to 'em.

BN [00:41:46] Well, again, going back to my friend who took five trips to go and apply for a job. The only reason I believe he got it was that he showed persistence. Now, because of the lack of wages and benefits comparatively, that you don't have people knocking down the door. People used to, in the eighties, used to have university degrees and they chose not to go into teaching or other professions and just stayed working in the store because at that time the benefits and pension, time off. You could comparatively live and raise a family without having to use or need a university degree. Today, like it or not that that's what places, including my former employer, are looking for to say that you've accomplished something.

PL [00:42:55] Yeah exactly. So let's wrap it up with a couple of comments about the degree to which technology is changing work and then maybe some comments about where you see the big challenges for the labour movement in the years ahead. So let's start with the technology. I know that a lot has changed since you started working at IGA, so how is that—what impact do you see that having on work and workers and the kind of stuff that unions are concerned about?

BN [00:43:33] I know organizations have gone more to the digital communication. You know, emails and now texting and social media. They rely heavily on that. But still there needs to be the good old fashioned legwork, you know, whether it's person to person, I think that's more effective. I guess in some ways there's a trade-off because in the digital communications you can talk to or communicate with more people. I think in just overall effectiveness, you're less able to convince people of different things. I think a combination of the two is probably good because you can get to your influencers and then have them communicate what's needed to be done so that you can get the best results.

PL [00:44:43] Yeah. That really speaks to the whole issue of how unions try and reach their members and talk to their members and all those things. I'm thinking in stores there's an awful lot of technology that's already in place and probably more to come. I don't know exactly. The easiest example I can think of is how so many retail outfits are moving to self-checkout and that sort of stuff. Are you seeing that? What's the take on that trend?

BN [00:45:16] Well, I guess the phenomenon is this because there has been less workers. No one's really, unfortunately lost their job to technology, but it's shifted what they do.

PL [00:45:37] Interesting. Okay.

BN [00:45:38] You still have to put stock on the shelves. So that hasn't changed. To order things through direct ordering, self-checkouts and all of that, there has been less need for clerks and cashiers to do that work, but that work has shifted now where you have the shopping. The online shopping. So it's increased work where we never had that work. So technology has created work in some areas, but taken it away in others. Unfortunately that new work doesn't pay that well.

PL [00:46:33] Yeah. This is the problem with gig everything. If there's a way to for an employer to find a cheaper way to do stuff they'll definitely gravitate to that.

BN [00:46:47] And it's sort of moved where the money is being made. It's the computer companies that are basically making the money.

PL [00:47:02] Yeah, exactly. Cast your mind to, because you spent a lot of time in the labour movement and you've seen lots of changes, if you had to pick two or three big challenges that lie ahead of us, what would they be in your mind?

BN [00:47:21] I guess it comes back to the communication and getting people rallied behind a single direction because unfortunately, there's competing forces within labour, which unfortunately divides labour. Again with the language issues and different cultural issues, 'cause more and more they're organizing into the different communities where it's harder to communicate.

PL [00:48:04] Yeah. And so that's, that's something that everyone has to wrap their arms around a bit more?

BN [00:48:12] I think you know, going to the different conventions, or even with the politics, where you know I was one of a very few visible minorities to now where there is quite a bit more but still there needs to be more emphasis put on that. Again, I think a lot of it has to do with cultural differences and the education necessary to have them embrace labour and working people that—because in different countries, labour isn't as trusted as it is here.