

Aid for Bangladesh railway

Canada is providing \$60 million to Bangladesh to help upgrade the operating efficiency of its rail system. Bangladesh will contribute \$8 million to the five-year program to cover local costs.

The railway rehabilitation program has three elements: rehabilitation of rail line and bridges, replacement or renewal of worn-out locomotives, and technical assistance to help Bangladesh Railways manage its limited resources at a high level of efficiency.

The program's success is vital to Bangladesh, since the rail system is the cheapest way to transport bulk commodities (rice, wheat, tea, jute, fertilizer and cement) and carries much of the country's imports and exports.

Canadian equipment has predominated in Bangladesh mainline service for two decades. Past Canadian suppliers have included Sydney Steel, MLW-Bombardier of Montreal, John T. Hepburn Ltd. of Toronto, and Lister Bolt and Chain of Vancouver. Canadian railway expertise has also introduced innovative methods of fleet utilization.

The Canadian International Development Agency (CIDA), which is assisting in the project, has drawn upon railway capability from all across Canada, including such sources as B.C. Railways, Calgary consultants, Ontario Northern, and the two major railways, CN and CP.

Bangladesh Railways will carry out the work with minimal Canadian technical assistance and will meet the cost of local labour and additional material, such as ties and ballast for the raised roadbed needed because of frequent flooding.

Canadian consultants (seven experts for five years, plus a project principal and short-term advisers) will provide classroom and on-the-job training in locomotive maintenance, and guidance in developing efficient management of spare parts and inventory. Most of the Canadians will serve in the major diesel locomotive workshops at Chittagong, Dacca and Parbatipur.

The aim will be to raise locomotive availability to about 85 per cent (comparable to Canadian levels), a target already achieved in some areas through previous Canadian technical assistance.

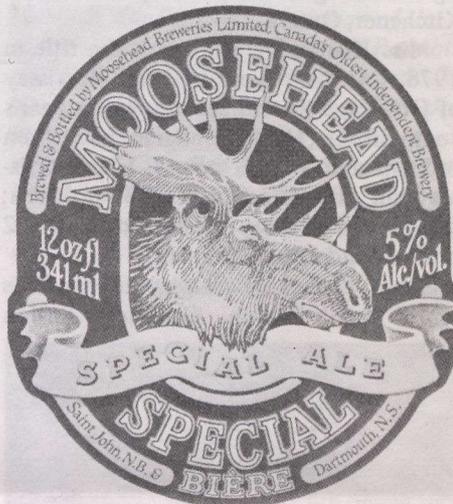
Bangladesh has received development assistance from Canada since 1972, and recently has been CIDA's largest country

program, in terms of total expenditures, with about \$72 million disbursed in each of the past two years. Food aid has been provided, as well as shipments of fertilizer and industrial commodities. About 30 bilateral projects are under way in such fields as agriculture, energy, transport, and community development.

(From Development Directions, September/October 1979.)

The Moose is loose

Texans are known to be as proud of their Lone Star beer as they are of everything else that comes from their state, reports Chris Wood in *The Globe and Mail*, December 3, 1979. So why is Texan singing star Willie Nelson sporting the label of a Canadian beer on his T-shirt? And why are bumper stickers in New York warning that "The Moose is Loose"?



The answer is an astute combination of striking packaging and a distinctive product that made Moosehead Canadian Lager Beer the tenth best-selling imported beer in the United States — out of a field of 185 — in only 19 months.

Moosehead Breweries Ltd. of Saint John, New Brunswick has annual sales of \$40 million, one-twentieth those of John Labatt Ltd. of London, Ontario, or Molson Cos. Ltd. of Montreal. Production by 300 employees in two plants (Saint John and Dartmouth, Nova Scotia) is less than Molson exports annually.

But the East Coast independent is vying for a share of the \$150 million that Americans spend each year on Canadian beer.

"Every month, we're shipping more and more," said Derek Oland, Moose-

head marketing manager and executive vice-president. "It's outselling Heineken in Texas." Indeed, Moosehead is outselling the total beer imports from both Japan and Denmark to the United States.

New brew

For its U.S. venture, Moosehead developed a new lager, conforming to Canadian standards of taste and alcohol content. Distinctive packaging was also developed: a long-necked green bottle with a label in deep green, gold and red, featuring the firm's antlered mascot.

The first beer was shipped in April 1978. "Our strategy was to attempt to have it available in every state and then move into distribution in depth," said Paul Lohmeyer of All Brands Importers Inc. of Long Island New York.

At the latest count, Moosehead Canadian Lager is available in all states but Utah, with most orders coming from on-premises accounts: bars and restaurants. On-premises sales favour Moosehead because the import's higher price is less noticed in the context of an evening's entertainment, according to Mr. Lohmeyer. At \$3.50 to \$3.80 a six-pack, Moosehead is the most expensive Canadian beer sold in the United States and only slightly cheaper than Heineken and other European labels.

New process eliminates water pollution in paper manufacturing

A Canadian company says it has developed a process that will eliminate the main source of water pollution in newsprint manufacturing.

A spokesman for the Ontario Paper Co. Ltd. of St. Catharines, Ontario, said the new technique, called the Opc process, can produce the same amount of newsprint fibre from five trees as is currently produced from nine trees using conventional systems involving chemical pulping.

A.J. Plosz, public relations manager, said Ontario Paper's research and technical staff developed the process to eliminate need for costly chemical recovery systems to meet environmental standards.

In conventional processes, newsprint is manufactured from 75 per cent groundwood pulp and 25 per cent chemical pulp. Groundwood pulp is produced by setting logs against grindstones. It is inexpensive but lacks binding strength.