

# OUR EXPORT TRADE

Report of an Investigation of the British and French Markets in  
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By

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If the science of psychology may be applied to a country's commerce, the one conclusion which can be reached is that the opportune moment has arrived for Canada to assume a very important place in the world's market. In the words of one very well known London produce man, "Canada can now sell to Great Britain and France anything she can produce." The most important fact, however, in this connection and one that cannot be too strongly emphasized, is that full and permanent success depends not only upon volume of supply, not only upon commercial enterprise but, as well, upon the integrity and the scientific intelligence which may characterize our business operations in all their related phases, during the period of the war.

In a list of the articles, in connection with which we may expect to do export business, there may be included—eggs, poultry, bacon, hams, pork cuts, frozen pork, beef for mincing purposes, frozen beef, chilled beef, beef offal, including hearts, livers, tripe, etc., canned corn beef, potted meats, pork and beans and army rations.

It may also be of interest to note, although the matter is not within the purview of our live stock trade, that there exists a very important demand, as having reference to articles which Canada can supply, for canned and dried vegetables, canned fruits, fruit jams, butter and cheese.

## EGGS

Of this commodity, as of many others, Great Britain is the largest importing nation in the world. She imports very heavily from Russia, Denmark and other countries, but, as is well understood, her normal supply has now been very seriously interfered with on account of the war. In 1913 her exports from Russia amounted to the value of £4,745,229 while in 1915 her export from that country had decreased to £1,748,822. Great Britain's total imports of eggs, which in 1913 amounted to the value of £9,590,602, in 1915 fell to the low level of £6,122,970. These figures tell their own story. Because of this deficiency

\*This investigation was undertaken by instruction of the Minister, The Hon. Martin Burrell