

facility supplies the North American market for each company and, in some instances (e.g. large combine harvesters), is the world supplier for the firms. Of the multinationals, White Farm Equipment and Massey-Ferguson are the most active in developing exports of Canadian-made equipment in the Australian market.

The shortline industry has a diversity of companies with annual sales ranging from \$200,000 to \$250 million. They tend to specialize in specific types of equipment such as tillage machines, hay harvesting equipment, potato harvesting equipment and, in the case of Versatile Equipment, four-wheel-drive tractors. For the Australian market, the companies located in the three Prairie provinces manufacture the most appropriate equipment. They have developed specialized machinery for the production of cereal grains for large farms under dry-land farming conditions. Canadian dry-land farming machines are of the largest sizes, are competitive in price, and incorporate the latest in dry-land farming technology. The equipment was designed to meet the needs of the Western Canadian grain farmer but is also well suited to the requirements of the large-scale Australian grain farmer.

Almost all shortline firms are Canadian owned and have complete autonomy in all export markets. More than 67 per cent of their production is exported. The U.S. Plains area, which is principally a grain growing region, has been a market for a substantial portion of the shortliners' production, while Australia is the largest off-shore market. Canadian exports to Australia exceeded \$25 million in 1980 and are expected to rise to \$30 million in 1981.

c) Recent Canadian Marketing Activity

Canadian equipment was introduced in Australia by Massey-Ferguson through its exports of combine harvesters. In 1972, Versatile Farm Equipment of Winnipeg started exporting its four-wheel-drive tractors. It was not until November 1978, however, that the government launched its marketing effort in Australia with the Canadian exhibit at Orange, N.S.W. The following year, the Canadian presence included Ag-Quip in Gunnedah, N.S.W. and a small exhibit at the Dowerin, Western Australia Field Days. In 1980, following the evident success of that promotion, activity was further expanded to include four shows. They were: Ag-Quip, with 12 Canadian companies attending; Dowerin, Farmfest in Toowoomba, Queensland; and Eyre Peninsula Field Day in South Australia. The main thrust of all