

NEED FOR WIDE SUPPORT

"In the first place - and perhaps most important - we believe that the proposals which they put forward should be such as to attract the widest possible support. From the very beginning, the World Food Programme must be truly multilateral, both in terms of membership and of financial support.

"Furthermore, we believe that, in its initial experimental stage, the Programme should proceed with a judicious blend of caution (as it gains experience and strength) and zeal (as it attacks the most urgent and pressing problems which it is called upon to solve). Let us not court frustration by being too ambitious in our initial operations. In our view, immediate attention should be given to making adequate and orderly provision for coping with emergency and near-emergency needs. We should also start to experiment with pilot projects in those areas of economic and social development which will assist countries to raise their average food consumption and general levels of living.

"As stated in Part II, we believe that, as conditions, experience and financial resources permit, the United Nations and FAO might give further consideration to the scope and limitations of a truly multilateral programme.

"Thirdly, it is in our view imperative that in the operations of the World Food Programme the commercial interests of food-exporting countries and those performing related services must be fully protected, as indeed must those of agricultural producers within the recipient countries themselves. It would, Mr. Chairman, be impossible to lay too much stress on this consideration.

"Finally, Mr. Chairman, the charter of the World Food Programme should reflect our recognition of the fact that, whatever may be done through the United Nations system to alleviate hunger, the ultimate and lasting solution to the problem of hunger lies in an effective acceleration of economic and social development which will allow the developing countries not only to increase their own food production and consumption to levels which they can sustain but also to purchase more food through normal channels of international trade."

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NEW REGIONAL TRADE OFFICE

Mr. George Hees, Minister of Trade and Commerce, announced recently that a regional office of his Department had been opened in Halifax, Nova Scotia, the purpose of which would be to assist businessmen in New Brunswick, Nova Scotia and Prince Edward Island. Similar offices have been maintained for some years in St. John's, Newfoundland, and Vancouver, British Columbia.

The office in Halifax will co-operate closely with the New Brunswick Department of Industry and Development, the Nova Scotia Department of Trade and Industry and the Prince Edward Island Department of Industry. The entire resources of the Department, which were outlined at the recent trade and industrial promotion conferences in these three provinces, are at the disposal of the business com-

munity in the Maritimes. Many sorts of assistance can be provided, through the Foreign Trade Service, to exporters, while firms interested primarily in the development of the local market for their products will have at their disposal the full facilities of the Domestic Commerce Service.

The regional manager and his assistant will call on provincial and municipal government officials, trade and agricultural associations, and individual firms. They will also maintain close contact with the press, radio and television stations, which have been helpful in providing businessmen with a better understanding of the export drive on which the Department of Trade and Commerce has embarked, and the services its various branches and divisions can render.

FUNCTIONS OF REGIONAL OFFICE

In summary, the regional office can assist in strengthening the economy by:

- (a) Bringing the various services of the Department closer to industry and commerce in the Maritime Provinces;
- (b) providing for closer liaison between the federal and provincial departments concerned with industrial development and with foreign trade;
- (c) assisting Maritime firms interested in productivity methods and good design, which will enable them to meet competition more effectively in the home market and in the foreign field;
- (d) serving as a focal point for federal promotion activities in the area;
- (e) serving as a base of operations for trade commissioners on tour and other officials of the Department during their visits to the Maritimes.

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BEAULNE TO CARACAS

On December 8, the Secretary of State for External Affairs, Mr. Howard Green, announced the appointment of Mr. Joseph Charles Leonard Yvon Beaulne as Ambassador to Venezuela.

Mr. Beaulne, who was born in Ottawa in 1919 and graduated from the University of Ottawa in 1941, joined the Department of External Affairs in 1948 and has since served abroad at Rome, Buenos Aires, and Cuba. He had been head of the Latin American Division since its establishment in August 1960. He was a member of the Canadian Observer Group attending the Punta del Este conference last August.

Mr. Beaulne will take up his appointment early in the new year.

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AVIATION PIONEER RETIRES

A pioneer of flight whose career spans 45 years in aviation retired from the Department of Transport recently. Charles Tindal Travers, AFC, 63, Chief of Accident Investigation in the Civil Aviation Branch, went on superannuation after having served the Department for 25 years to the day.