

Record export month

Preliminary estimates from Statistics Canada indicate that a single-month record for Canadian exporters was set during September with a total value of \$10.7 billion in goods being sold internationally. This represents a 7 per cent gain over the August figure and a gain of nearly 20 per cent on the July total.

During the same period, imports fell 0.7 per cent, remaining at \$8.9 billion. As a result, the merchandise trade surplus rose to \$1.8 billion, amounting to \$.8 billion over the balance in August.

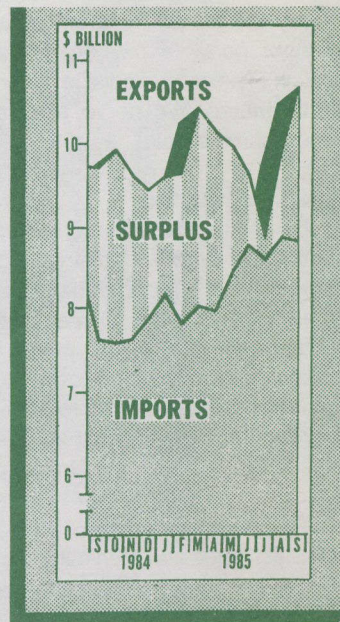
The strongest growth in exports was in agricultural and fish products, automotive products and consumer goods and, to a lesser extent, in forestry products and machinery.

Commodities

In the commodity analysis, based on balance of payments, total exports increased \$696 million in September. A large part of this increase was due to exports of wheat which nearly doubled from August to \$435 million. Another food export, fish products, rose by one-third to a record \$204 million, with much of the increase going to Japan.

Exports of crude petroleum climbed \$135 million, up 31.6 per cent from August, while exports of petroleum and coal products increased \$50 million, up 24.9 per cent over

Foreign trade



the previous month's. Iron ores, which have generally fallen since January, showed an increase of \$56 million (72 per cent).

Exports of lumber advanced 5.7 per cent and newsprint exports increased 4 per cent. Automobile exports rose from \$133 million to \$1 700 million, a record value for the second month in a row. Exports of auto-

motive parts also showed an increase which amounted to \$75 million. There was a decline in truck exports from a high in August. Other declines occurred in precious metals, electricity and industrial machinery.

Trading partners

Exports to the United States, Canada's major trading partner, rose 5.8 per cent to a record \$8.4 billion. Much of the increase was owing to increased exports of petroleum and automotive products.

In trade with Britain and European Economic Community countries, exports rose 27 per cent with increased shipments of minerals, lumber and newsprint. Exports to Japan rose by 10.6 per cent.

Advice for exporters

Excellence in exporting, a new publication offering advice on exporting from some of Canada's most successful exporters, was released by Minister for International Trade James Kelleher on October 31, the final day of export trade month.

Written by the Centre for International Business Studies at Dalhousie University under the direction of Philip Rosson and financed by the Department of External Affairs, *Excellence in exporting* is directed at a wide range of Canadian managers and entrepreneurs. The book describes the experiences of 27 of the companies that won Canada Export Awards in 1983 and 1984, tells how their success was achieved and the problems they faced in exporting and offers their formulae for success.

Mr. Kelleher in the foreword to the book, offers it as an "excellent first step" for anyone thinking of venturing into exporting.

Merchandise trade by principal trading areas

	Aug. (\$ million)	Sept. (\$ million)	Change (per cent)	Total Jan.-Sept. (\$ millions)	Change from 1984 (per cent)	Total 1984 (\$ millions)
Total exports to:						
United States	7 976.0	8 439.5	5.8	70 338.8	11.4	7 207.6
Japan	490.6	542.6	10.6	4 195.2	2.5	102.6
Britain	179.2	223.6	24.8	1 816.3	-3.0	-56.1
Other EEC countries	304.4	391.3	28.5	3 245.9	-3.2	-105.9
Other OECD countries	235.5	169.4	-28.1	1 695.0	11.3	171.9
Other countries	792.0	906.8	14.5	7 914.1	-12.8	-1 162.7
Total	9 977.6	10 673.2	7.0	89 205.3	7.4	6 157.5
Imports from:						
United States	6 416.9	6 227.9	-2.9	54 589.2	11.4	5 571.7
Japan	547.3	548.6	0.2	4 365.9	7.6	307.7
Britain	315.7	330.5	4.7	2 220.9	32.3	542.5
Other EEC countries	641.3	625.1	-2.5	5 128.3	19.7	844.9
Other OECD countries	291.4	285.5	-2.0	2 118.7	22.2	384.2
Other countries	701.9	835.7	19.1	7 516.3	1.1	78.9
Total	8 914.6	8 853.2	-0.7	75 939.4	11.3	7 729.9

The Globe and Mail

Statistics Canada

Mustard a hot seller

Canada is the world's leading mustardseed exporter. Annual production, which now exceeds 100 000 tonnes, is worth more than \$40 million and about 80 per cent of the seed produced is exported.

Three kinds of mustard are grown in Canada, mainly in the prairies. Yellow mustard is the most common type accounting for half of Canada's mustard production.

The other two mustard types, Oriental and brown, are grown mainly for export to Japan and Europe. About 95 per cent of Oriental mustard grown is sold to Japan while the hotter, brown mustard is sold largely to French processors.