

intelligence topics and reports on competitor activity. The Bureau distributes these reports to Agriculture Canada, provincial governments, the Canadian Wheat Board, the Canada Grains Council and similar agencies. The Bureau conducted a review of the agricultural reporting system this year which included a meeting with user departments and agencies to ensure that the system operates at an effective level.

A computerized inventory of agri-food market development activities was developed for the 1986-87 fiscal year in conjunction with Agriculture Canada.

The Bureau assisted in organizing a series of seminars in China on breeding swine. The market potential for Canadian breeding swine stock in Thailand and Malaysia was assessed and plans were made for buying missions from those countries. Canadian animal genetics, particularly dairy cattle, were a feature of our participation in the Royal Agricultural Show in Britain and the Expoiner Show in Porto Alegre, Brazil. Technical seminars on dairy cattle were organized at four locations in Brazil. The Bureau sponsored the visit of an Australian buyer to Canada to select dairy and beef embryos and several visits of incoming buyers interested in Canadian breeding livestock were sponsored to the Royal Winter Fair in Toronto and the Western Canadian Agribition in Regina.

Two feature films for export promotional purposes on Canadian dairy cattle and beef breeds were completed. Several versions in other languages such as Mandarin and Spanish are planned. A market study for replacement dairy heifers in the eastern and southwestern United States was also conducted.

Venezuela remains an important export market for Canadian seed potatoes. A two-day seminar on production technologies and disease control in potatoes was conducted for a visiting group from Venezuela. An incoming seed potato mission from Mexico sponsored by the Department visited the industry and various research facilities in PEI, New Brunswick and Ontario. Seed potatoes were promoted through the operation of an information booth at a major agricultural fair in Braga, Portugal.

Support was continued for the nursery trades industry to introduce its products to the US market through participation in several regional trade shows. The Bureau led a pulse trade mission to India.

Efforts were continued to gain access for dehydrated alfalfa products to Korea, and negotiate satisfactory phytosanitary access for chopped hay to Japan. PEMD support was extended to the Canadian Dehydrators Association to conduct technical seminars in Japan and Korea on the use of dehydrated alfalfa products in compound animal feeds.

Canada again participated in the *Salon International de l'Agriculture* in Paris, featuring dairy and beef cattle as well as displays for forage seeds, special crops, apples and other Canadian products.

Fur buyers from Japan, Korea and Hong Kong were invited to Canada for auctions, and subsequently placed orders for fur pelts.

In the processed foods sector, the Bureau helped to organize exhibits in major international food shows including SIAL in Paris, Foodex in Tokyo, and the Interna-

tional Food Exhibition in London. In the United States, the Bureau sponsored "solo" food shows (Canadian products only) in five cities and also Canadian exhibits at five regional trade shows. Other activities included a solo food show in Hong Kong, store and restaurant promotions in Hong Kong, New Zealand and Japan, trade missions, and PEMD support for private sector initiatives. Work is continuing on the development of commodity trade profiles for selected products and markets.

The Bureau was involved in countervail actions against exports of Italian pasta to Canada, and of EC beef and US corn to Canada. Other trade policy activities included access issues for Canadian meat into Europe, Canadian whisky into Europe and Japan, and fruits and vegetables into Australia.

The Bureau provided support for the Canadian Food Processors Association International, a new organization, to assist food processors in developing international competitiveness, the Wild Blueberry Association of North America, which helps promote Canadian blueberries in Europe and Japan, and the International Maple Syrup Institute.

In the Fisheries and Fish Products sector, activities were undertaken in both trade promotion and trade policy. In trade promotion, six industry tours aimed at assisting smaller exporters, particularly those with whom the Bureau has not had previous contact, were undertaken. More than 60 companies were visited. The Bureau initiated the formation of a tri-departmental group on under-utilized species. This group is attempting to identify and remove obstacles to the further exploitation of selected species. Work was begun on a study of the Japanese market with a view to providing Canadian exporters with marketing information. Considerable attention was paid to improving the flow of market intelligence to both the industry and Canadian posts abroad. The "Fish Trade Reports" submitted by posts and the Bureau's own report on the state of the industry, sent to posts every two months, were well received. A study identifying retail buyers of fish products was commissioned for distribution to exporters. An exporters' directory was produced for posts abroad and for potential buyers at trade fairs.

The Bureau organized Canadian participation in international trade fairs: Seafood EXPO (Dallas), SIAL (Paris), Seafare South (Orlando), International Food Exhibition (London), Seafare '87 (Long Beach, Ca.), Boston Seafood Show and Foodex (Tokyo).

Further attention was devoted to the African and Brazilian markets and in Brazil a significant sales organization was established. While a market exists for Canadian fish products in certain African countries, sales were still elusive.

In the area of trade policy, the Bureau was occupied with a number of issues: release of the Report of the Royal Commission on Seals and Sealing in Canada and the Government's response to it; the threat of a US Section 301 action against Canadian West Coast herring and salmon, which required consultation with the Canadian industry and between governments; staffing and briefing for a number of international fisheries bodies such as