

waters in the world.

Based on these natural endowments and on the creation of a network of strategically located plants, Canada is now the world's number one fish exporter, shipping \$1.14 billion worth of products to more than 40 countries.

Canadian herring roe is one of the highest-priced food luxuries in Japan. Salt cod has been shipped to the Caribbean and southern Europe for four

centuries.

Canadian management practices, which are now being applied to the whole of the 200-mile economic zone, are expected to boost exports considerably as scientific conservation methods work to increase fish populations. In the future, Canada is also expected to accomplish a rapid development of some newer market species of fish products.

Agriculture Experts Export Advice

SPECIALIZED knowledge developed over many years is now available worldwide through Canadian agricultural consultants—known as consulting agrologists. While government technical assistance is generally given through federal agencies, there is also a wide spectrum of consulting expertise available through commercial agencies, most of which are members of the Canadian Consulting Agrologists Association (CCAA). Members of this non-profit corporation must meet rigid standards of education, experience, performance, and ability to render independent decisions.

The experience gained from global assignments has established Canadian consulting agrologists as credible sources of advice for countries seeking to make advances in crop, soil and animal science, in farm management, horticulture, agricultural engineering and economics, and in food processing.

Capable of tackling almost any size of project anywhere, Canadian consulting agrologists apply advanced management techniques—economic and systems analysis, feasibility and productivity studies, strategic planning, forecasting, operational reviews and marketing—to specific projects for increased efficiency and reduced costs.

Their on-the-farm capabilities cover production, marketing and processing in areas such as field crops, horticulture, animal science and soils. Expertise is also available in insect, disease and pest control in both plant and animal life.

Fish: a Growing Factor in Canada-ASEAN Trade

DESPITE the fact that the ASEAN countries are located in the midst of the most prolific fish bearing waters in the world, imports of fishery products from Canada are a growing component of trade between the region and Canada.

Trade incentives were strengthened with a mission to Singapore in March, 1980, by a group of Canadian fish processors studying both the tastes and the mechanics of the ASEAN market, and a return visit to Canada in November, 1981, by a group of Singapore fish and food importers. Between these events Canadian fish product exporters have been visiting all parts of the ASEAN region to seek out and develop individual business opportunities.

Within ASEAN, Singapore is the largest importer of Canadian fish and fish products, with 1981 imports totalling \$1.30 million.

New techniques for handling, packaging and shipping are allowing the introduction of even more Canadian fish products to the ASEAN countries.

New Shopper Convenience is In the Bag

A COMPANY in Toronto, Canada, has produced the world's first checkout system that automatically makes its own grocery bags and eliminates the need for cashiers to handle them. It took five years to develop the system, called Bag-O-Mat, which speeds up ringing in and packing operations by 20 per cent over conventional paper bags and 40 per cent to 50 per cent over plastic bags.

Each Bag-O-Mat checkout station makes its own sacks out of pre-applied adhesive rolls of kraft paper which are stored under the cash register. Activated by a cashier stepping on a foot pedal, the Bag-O-Mat presents a bag on the counter in two seconds in an open position angled toward the cashier for easy loading. Three bags are always ready for positioning ahead of time. Loaded bags are automatically conveyed to the end of the counter where the shopper picks them up.

The Bag-O-Mat holds approximately 1,800 bags at a time which is enough to last a full day without interruption of service but paper rolls can be replaced, if necessary, in less than 30 seconds.

The new bags are easier to carry



A Bag-O-Mat checkout station.

because they are 25 per cent stronger than ordinary bags and have a square, seamless bottom—the seams are on the sides which are subjected to less pressure.

Another improvement in supermarket service is on the way. The Bag-O-Mat soon will be turning out bags equipped with handles.