

But that market initiative also involves, for example, new sales in Egypt and Brazil and an increased potential in the Pacific Rim, through CIDA, the Canadian International Development Agency. We have food aid programs to Bangladesh, India, Pakistan, Ethiopia, Jamaica, Sri Lanka, Sudan, Tunisia, Peru, Senegal, Mozambique and Ghana. They resulted in purchases of \$163 million in Canadian wheat; \$47 million in Canadian flour; \$61 million in Canola and \$51.8 million in other commodities. I should perhaps also draw attention to the fact that the fifth largest recipient of Canadian food aid money last year was the Canadian Food Grains Bank, a Winnipeg NGO. \$16 million was given by CIDA to this Bank.

Some of those development programs involved changing the consumption and production patterns of other countries. Seventeen months ago near Mehsana, in Gujarat State in India, I opened the Jagudan Plant - a new oil seed crushing facility that was financed by the resale of Canadian oil seeds given by the Cooperative Union of Canada to the National Dairy Development Board of India. That program is creating an entirely new demand for oil seed production in India - a demand which India itself will meet completely in time, but which offers important interim markets for Canada as they put their structure in place.

Second, we are encouraging agriculture-related trade whenever possible. That takes two forms. One is the kind of visit Charlie Mayer and Canadian businessmen have just concluded to the Soviet Union. That country is our most important grain customer. Part of the reason they purchase from us is our reputation as a secure supplier. But another reason is that we are looking actively for Canadian markets for goods the Soviets produce, so there can be a better balance in our trade. Progress is slow, but the Canadian initiative is essential, if we are to maintain our access to that important market.

A related activity is the encouragement we give to Canadian agricultural service industries to expand their activities internationally. Last September, when I led a delegation to Venezuela and Argentina, we brought along officials of five Prairie companies. Among them, Prairie Microtech of Regina and Agriteam of Calgary, found new trade and joint venture opportunities in South America. That expands the web of Canadian agricultural contact with countries where new markets might develop for our crops, or our technology or our expertise.