

Two-way video simplifies inter-city conferences

Organizations in five Canadian cities can now hold meetings by video conference as a result of the commercial availability of Conference 600, Telecom Canada's satellite-based, two-way video conferencing service.

Since September 1983, when Telecom Canada first announced its intention to offer Conference 600, the service has become available in Victoria, Vancouver, Edmonton, Calgary and Toronto.

Conference 600 allows small groups of people in two different cities to hold video conference meetings. It is designed to meet the needs of organizations whose operations are widely dispersed, such as those in the financial, government, insurance, and petroleum sectors. It is also a boon to large organizations where substantial gains in time and money can be made from reduced travel.

To use the service, customers can meet in their own rooms, or they can use central facilities provided by some member companies of Telecom Canada across Canada.

Rates for the service are based on the length of time used and the distance between the two parties.

By the end of 1984, the service will be available in Ottawa and Montreal. By 1987, Conference 600 is expected to service most major Canadian cities across Canada.

Business-labour co-operation

The formation of the Industrial and Regional Development Policy Board has been announced by Industry Minister Ed Lumley. The board will provide a forum where business and labour leaders can advise the government on a range of policies and issues relating to industrial development across the country. It will bring together views of the business and labour communities as well as expertise from the academic community on the policies, strategic directions and program modifications of the new Department of Regional Industrial Expansion.

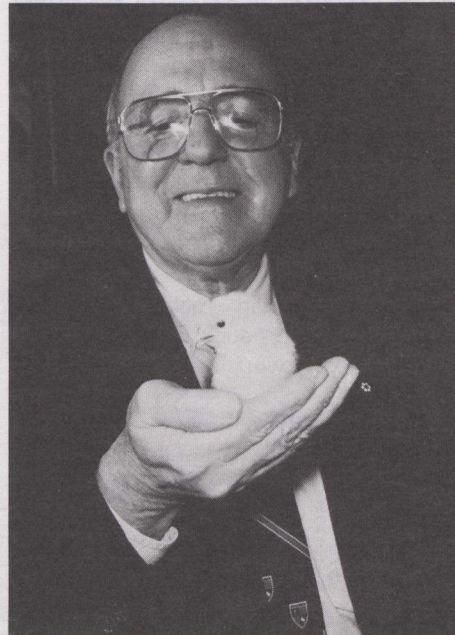
Co-chairing the board will be Mrs. Shirley Carr, executive vice-president of the Canadian Labour Congress and Mr. Paul Martin, president, chief executive officer and director of the Canada Steamship Lines (CSL) Group Inc. Mrs. Carr is the officer responsible for the Research and Legislative Departments of the Cana-

dian Labour Congress and is a representative to the International Labour Organization. Mr. Martin holds directorships with the Canada Development Corporation, Domglas Ltd. and Redpath Industries Ltd., among others.

Specifically, the board will make recommendations to the government regarding industrial policy objectives and priorities; improvements in the design and implementation of regional policies and programs; improvements in the coherence of regional, industrial and trade policies; and implications of the government's other economic policies and priorities for regional industrial development.

A bird in the hand

Donald Shaver's chicks fly thousands of miles on the first day of their lives. But the wings they fly on are not their own. They belong to the jet aircraft that enables Shaver Poultry Breeding Farms of Cambridge, Ontario to export the chicks to 92 countries.



Donald Shaver, the founder and chairman of Shaver Farms, is a world leader on genetic research in chickens. His firm, now unique in Canada, consistently wins awards and has customers in 92 countries.

Donald Shaver, founder and chairman of Shaver Farms, has developed a variety of breeding chickens to suit the needs of his customers across the world.

Now 63, he began breeding laying chickens in the back yard of his parent's home in Galt, Ontario when he was 12. His fledgling operation was interrupted

when he joined the armed forces, but in 1946 he resumed his dedication to poultry breeding and by 1956 was exporting.

Expansion of the airline industry and Mr. Shaver's initiative have resulted in the appearance of Shaver breeding programs across the world, giving the company a world-wide market share in excess of 15 per cent.

The chicks are handled carefully in a hospital-like atmosphere when exported. Packed 80 to 100 in each box, they are stacked on pallets which are put in environmentally-controlled trucks. They are exposed to outside air for at most two minutes and fly for up to 36 hours. Mortality rates are low because they can survive for 72 hours, says Roy Hurnanen, Shaver marketing manager.

Shaver's breeders are valued because their offspring are top-quality commercial egg layers or broiler meat. Each year, the breeding stock he sells is capable of producing 1.225 billion chicks.

To develop different types of breeder, the best characteristics of different pedigree lines are combined to form the grandparent stock, which is then bred to form the parent stock. Both grandparent and parent stock are sold, but the parent's offspring do not make good breeding stock because cross-breeding results in a loss of hybrid vigour. Thus, the company is always assured of sales of new breeding stock.

Last October, Donald Shaver's company won one of 15 of Canada's first export awards — public recognition of his 27 years as an exporter. Shaver Farm's exports provide 94 per cent of its sales.

(Article from the Toronto Star.)

GM announces record sales

General Motors of Canada joined its US parent recently in announcing record sales of \$13.8 billion and net income of \$675.6 million in 1983, reports the *Canadian Press*.

The earnings reflect a staggering turnaround from 1982 and 1981, during which the Oshawa, Ontario subsidiary reported losses of \$71.7 million and \$10.3 million respectively.

John Smith, GM Canada's new president and general manager, said the improvement can be attributed to higher volume and a more efficient operation, thanks to everything from improved technology to efforts by employees and suppliers to improve cost and quality levels.

Toronto Star