

d) *Wood Products*—Canadian exports of lumber and other wood-products have fluctuated fairly widely over the past two decades. There is probably little prospect of increasing them much from present levels.

e) *Other Traditional Exports*—Exports of animal feeds have continued to decline in both absolute and relative terms. Increasing import substitution and growing competition from the United States appear to be the major factors. Dairy exports have also decreased in consequence of import substitution drives in several countries and competition from other supplying countries, several of which subsidize dairy production. Exports of Canadian fruits and vegetables will probably fall as plans for import-replacement progress, in some cases even specifying tropical substitutes.

b) *Fish Products*—Canada's exports in this area have been highly competitive and have tended to dominate the market. In very recent years there have been some declines, however, and it is possible that more will follow. The reasons appear to lie in three areas: changes in taste by consumers with rising incomes to which the Canadian products have not adapted either in terms of quality or packaging; increasing competition in certain product-lines by other exporters; and, to some extent, growing domestic production.

Flexible and aggressive marketing should enable Canadian suppliers to adapt to changes in patterns of consumption and to maintain a commanding market position in the face of present competition.

c) *Meats*—After expanding very rapidly between 1950 and 1965, exports of Canadian meats have now declined somewhat. Further declines can be anticipated as most of the countries place a high priority on import replacement in this area and, within the CARIFTA region, Guyana seeks to specialize increasingly in live-stock production. A further factor is that Canadian meats (particularly fresh meats) are very often uncompetitive with those of Australia, New Zealand and other major suppliers.