

De Havilland expands for DASH-8

De Havilland Aircraft of Canada Limited will build a new assembly plant for its *DASH-8* airplane at its present location at Downsview airport in Toronto. The \$75-million expansion program will add 3,000 people to its work force.

The transfer of about 200 acres of land to the company from the Department of National Defence, which operates the Downsview base, made the expansion possible, said company president John Sandford.

The federal government also announced it will support the Crown-owned company with a \$450-million loan guarantee that will also cover the \$275-million design and development costs through the 1981-1985 period. Initial design and development costs will be \$170 million.

The government is also making \$50 million available to Pratt and Whitney of Canada Limited in Longueuil, Quebec, for the development of a new turbo-prop engine, the *PT-7*, to power the *DASH-8*.

The Downsview expansion will include the construction of three final assembly buildings, manufacturing bays, paint shop, tool assembly area and office building.

Offers to purchase the 36-passenger, twin-engine *DASH-8* now total 93 from



Current De Havilland plant at Downsview airport in Toronto.

26 airlines in eight countries with over half of the orders from the United States. The first plane will be ready in 1983 and will be followed by a year of testing. The first aircraft will be delivered in September 1984, to Norontair, the Ontario government airline, which placed the first order.

The estimated market for the *DASH-8* airplane is 1,200 aircraft and de Havilland

expects to sell 600, valued at \$3 billion. The *DASH-8* is designed for the short-haul commuter market, now developing rapidly in the United States.

This has also led to increasing demand for de Havilland's other commuter aircraft, the 19-seat *Twin Otter* and 50-seat *DASH-7*. De Havilland sales in 1980 totaled \$247 million, compared with \$171 million in 1979.

Canadian companies push to export table wines

Canadian table wines have become the standard-bearers in an aggressive export marketing push by Canadian wineries.

Last year, Ontario and British Columbia wines were sold in the United States, New Zealand and several other countries.

Because of location and relatively low shipping costs, the United States is the prime target for Canadian wine exports. Jordan Wines, which has exported small quantities to the U.S. for about ten years, is looking at international markets with renewed interest, says sales co-ordinator Harvey LeFave.

"New hybrid grape varieties will allow Canadian wineries to compete better in world markets," Mr. LeFave says.

Most wine exported to date has been made from the *Labrusca* variety.

The winery is focusing its export attention on Japan. Three shipments, containing up to 1,200 cases of 350 millilitre and 750 millilitre bottles, have been distributed through Japanese department

stores in the past two years.

Canadian wines are attracting growing numbers of foreign fans, says E.S. Arnold, president of Bright's Wines. The winery recently launched a *vin ordinaire* program to make its red and white house wines — popular with U.S. tourists — available across the border.

Bright's also exports its President champagne and other world-class wines to Canadian embassies and armed forces bases. A special shipment of *Baco Noir* was sent to Switzerland last year.

Sale to New Zealand

One of Canada's farthest-flung wine sales was a 1,000-bottle shipment of Barnes Wines' Ontario Country white wine to New Zealand.

Iain Higgins, Barnes national sales manager, says the winery also is marketing five generic table wines and three types of sherry in the United States, where products will bear a Maple Leaf

emblem.

"Canadian ryes have sold well in the U.S. and Canadian beer sales are buoyant, so we're following with a range of wines with the emphasis on 'Canadian,'" Mr. Higgins says.

Barnes' lines are listed with the New Hampshire State Liquor Commission, and the winery plans to tap other New England, southeastern U.S. and West Indies markets this year.

Successful wine

Andrés Wines has successfully marketed its light, sparkling *Baby Duck* wine in England, says marketing director Bruce Walker.

The company sends Niagara Peninsula Concord grape concentrate to a British manufacturer. More than one million bottles of *Baby Duck* have already reached consumers throughout Britain. The company's British Columbia and Ontario wineries have also sold significant quantities of sparkling *Moody Blue* wine to the U.S. in the past three years.