

many other products, the particular need arising in Australia, for which ITC is in a position to provide the greatest assistance to Canadian companies, is not one of direct marketing assistance but, rather, is of an indirect and technical nature. Specifically, efforts will be directed toward the farmer customers and various agricultural officials to inform them of the benefits inherent in Canadian farming practices that can be applied profitably in Australia. The marketing strategy includes various technical support projects that explain the benefits of Stubble-Mulch Farming as they relate to Australian agricultural production of cereal grains. A plan of action will consist of:

- i) Updating, as required, technical brochures, audio-visual presentations and seminar programs. All have been used in conjunction with exhibits of Canadian farm machinery in Australia, both those formally organized by the department and those that have been initiated by Canadian companies;
- ii) Maintaining support of Canadian agricultural companies through exhibits at key agricultural shows in Australia. In addition to working with the companies already exporting to Australia, a few new high-quality companies will be encouraged to attend the shows each year. Ag-Quip is the key show, and Dowerin, Western Australia; Toowoomba, Queensland; and Horsham, Victoria, are supporting events;
- iii) Encouraging companies to set up Australian offices in order to remedy the lack of competent distributors. The offices would handle the marketing, importing and distributing of the equipment. Government support will take the form of PEMD E (consortium formation) or PEMD F (offshore offices) assistance;
- iv) Encouraging additional exchanges of agricultural engineers and scientists (because professional exchanges have been useful in the past to familiarize Australian academics and technical personnel with Canadian techniques). Visiting professorships will be arranged; and schools of agricultural engineering, pastoral colleges, and agricultural specialists in soil and moisture conservation will be placed with State Departments of Agriculture;