

Soviet farm machinery industry welcome in Canada

The U.S.S.R. farm-machinery industry is welcome in Canada, Otto Lang, Minister responsible for the Canadian Wheat Board stated recently, but he warned that the new Soviet Belarus Equipment of Canada would not find penetration of markets easy.

Mr. Lang was speaking at the official opening of the Belarus operation in Toronto. He said that Canadian farmers would not buy U.S.S.R. machinery "for sentimental reasons".

"We can't expect farmers to buy U.S.S.R. products on the basis of 'let's do our customers a favour,' there's too much money involved," he told the audience, which included a Deputy Minister of Foreign Trade from the U.S.S.R.

Mr. Lang said that Prairie farmers welcomed U.S.S.R. competition for North American companies but not because Canada expects this year to sell some 230 million bushels of wheat and 30 million bushels of barley to the Soviet Union.

"I am certain the engineering ingenuity of the U.S.S.R., combined with market intelligence and good service, will allow Belarus to penetrate the market, but I hope Belarus is prepared to go to the farmer to find out what he wants, then design the machinery and services to meet his needs," he said.

He pointed out that half the cost of

producing a bushel of grain is in machinery costs and this makes Prairie farmers "sophisticated buyers" of machinery.

He also suggested to Belarus, which will sell and service but not manufacture farm machinery, that farmers were generally unhappy with the service on repair parts during the busy seasons.

"I would like to see Belarus lead the way - set up adequate repair depots so farmers can get repair parts 24 hours a day during seeding and harvesting," Mr. Lang said.

Mr. Lang hoped the marketing efforts of Belarus would soon extend in an aggressive way to Western Canada, and acknowledged that lack of tariffs on farm machinery coming into Canada had been blamed by some manufacturers for the concentration of the industry in the United States.

However, in defence of the policy, he added: "Our Government had to make the choice whether to give artificial support to a small number of machinery manufacturers or to help keep Prairie farmers the most efficient grain producers in the world.

"Prairie farmers sell their products on world markets at world prices, so it is only right that they should be able to buy their major input - farm machinery - at the best prices world competition will provide."

March and 5.9 per cent a year earlier. It decreased in every region of the country except Ontario, where it moved upward slightly. The employment level moved upward in every region except British Columbia, where it showed little change.

The unemployment rate decreased for those aged 14-24. The rates for persons aged 25-35 and 55 years and over were mainly unchanged.

The participation rate, percentage of population counted in the labour force, increased on a seasonally-adjusted basis in the Atlantic region and Ontario and decreased in Quebec, the Prairies and British Columbia.

CTDAS - simpler, uniform export documentation

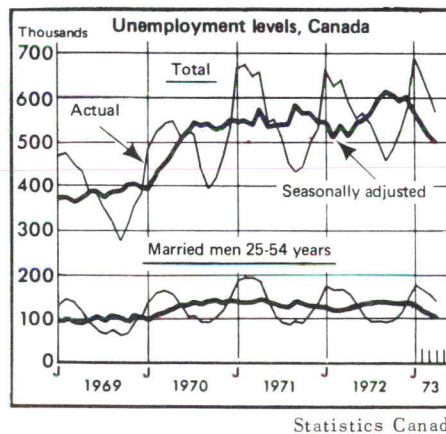
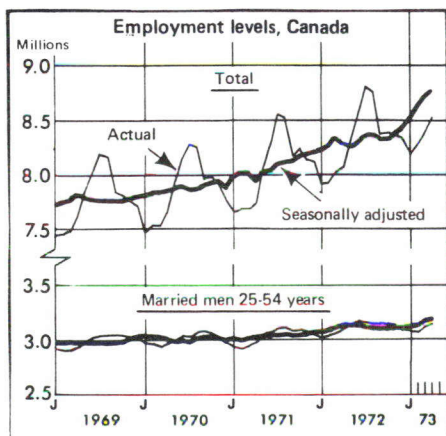
A system to cut back on the paperwork required in international trade is being introduced this month between the covers of a handbook that explains and illustrates a new way of economizing on the documentation required in the export of goods. Experience has already proved that the Canadian Trade Document Alignment System (CTDAS) can help reduce the cost of producing and processing documents used in international trade by as much as 70 per cent, a considerable saving, in view of surveys that have shown documentation red-tape costs can run as high as 10 per cent of the value of international shipments.

The outcome of five-years' work by the Canadian Export Association and the Canadian Shippers' Council, the CTDAS is sponsored by the Canadian Organization for the Simplification of Trade Procedures (COSTPRO), a recently-formed group uniting agencies of both industry and government in an attack on the restrictive trade procedures of a more leisurely age.

COSTPRO President, John Gratwick, Research and Development Vice-President of Canadian National, says that the CTDAS, by creating compatible trade documents, "will make possible for the first time in Canada an integrated substitute for the present jumble of paper and red tape required by different commercial and government interests". He adds that "the Canadian system is keyed to an internationally accepted trade document layout, and

Canadian labour force

Employment increased to an estimated 8.53 million in April from 8.39 million in March and 8.09 million a year earlier. Unemployment dropped to 570,000 from 608,000 in March. In April a year ago



it was 592,000. The total work force was 9.10 million compared to 9.00 million the previous month and 8.68 million last year.

The seasonally-adjusted unemployment rate decreased to 5.4 per cent of the labour force from 5.5 per cent in