pliers. Under present conditions of production and because of the corporate connections involved, the Windward Islands producers would be more likely to benefit than Jamaica.

The lack of transportation facilities presents a further difficulty in the possible restoration of the West Indian banana trade with Canada. Even in the absence of a general expansion of shipping services, however, it may prove that banana exports alone will justify separate shipping facilities. It is quite conceivable that air freight will become a practicable mode of shipping as innovation progresses in the field.

On balance, it appears that bananas may be one of the most promising of the potential West Indian exports to Canada. The stimulation of trade in this fruit should be given active consideration by all parties, and Canada should respond quickly and positively to proposals for co-operation and assistance.

b) Citrus Fruits and Juices—The Committee has had a number of indications that various citrus products from the Caribbean could compete effectively for a greater share of the Canadian market. Transportation and marketing difficulties are again important, but they do not appear insuperable. Assured contracts, continuity of supply, uniformity of quality, promotion to consumers: all these aspects remain to be dealt with, but it does seem that these fruits, particularly varieties like the ortanique, offer potential for mutually-beneficial trade.

The Canadian Government should be receptive to proposals for action and assistance in this sector. Here again a concerted marketing and promotion campaign could yield substantial results.

ward linkages, with independently-owned taligning facilities and tightly-organization and the stabilished and the stabilished and the stabilished parteenes of comparisons produced in Centra America and the individual brand-names of these companies.

It is clear that there are formatable deterronts in the areas of transportation and marketing to West Indian producers scaling a share of the Canadian banana market. Given the basic competitiveness of their fruit, however, it should be possible. The producers would need to extractic and guarantee specific quantitics of bananas of consistent quality for the Canadian market. A strong marketing organization would then be needed to secure contracts with Canadian wholesalers and retail-chains and to dispose Canadian consumers toward the new fruit.

The Committee is convinced that Canada, if it is to mount a concerted effort of development assistance in the area could help solve these problems. A marketing agency, of the type recommended in the Report, could mount the needed marketing and promotica campaign.

The vigilance of the Canadian authorities could also protect these efforts from the possibility of unfair competitive practices on the part of present sup-