

easier to harvest than the standard type of tree.

Markets

Distribution patterns are specific to each area of the country.

In British Columbia, only 15 to 20 per cent of the crop is consumed locally. Because of their distance from key markets, British Columbia fruit growers have designated an agency, British Columbia Tree Fruits Limited, to market their crop.

Ontario and Quebec have their markets closer to home. The apples have traditionally passed directly from packing houses to retail outlets. However, the recent introduction of central warehousing has added a further step in the chain.

Nova Scotia has developed markets in the other Atlantic provinces, none of which produce enough to meet their own demand. About 99 per cent of New Brunswick's production is sold within the province on the fresh market.

Apple consumption has climbed steadily over the past decade. The average Canadian now consumes about 21 kilograms of apples a year, compared to 13 kilo-

grams *per capita* in the U.S., 15 in France and seven in Japan.

Fresh apples account for just over half of the apple consumption in Canada, apple juice makes up about one-third, and the balance includes a variety of other apple products.

Storage

Traditionally, apples have been stored in refrigerated rooms with a humidity of 85 per cent or higher. The low temperature slows respiration and the high humidity prevents moisture evaporation. Cold storage apples are on the market in the fall and early winter months.

Controlled atmosphere storage is a more expensive, but superior, method as the apples maintain the crispness and flavour they had when harvested. Harvested apples are stored in airtight refrigerated areas at 0 degrees Celsius with a controlled atmosphere. The oxygen supply is reduced and the carbon dioxide level increased to retard ripening. Controlled atmosphere apples are available from late January into the summer months. About 40 per cent of apples in storage are now kept in controlled atmosphere facilities.

Canadian corporation promotes exporting opportunities

There is a Canadian Crown corporation that helps foreign customers find Canadian sources of goods and services and obtains bid opportunities for Canadian suppliers.

The Canadian Commercial Corporation, as it is called, has been in existence since 1946 and during that time has provided in excess of \$10 billion in goods and services to more than 50 countries and international agencies.

Acts as prime contractor

The corporation's main activities involve tying together the requirements of foreign governments and international agencies with the supply capabilities of Canadian producers of goods and services. The corporation acts as principal or prime contractor in all transactions.

The services of the corporation are generally used when a foreign government or international agency requires or prefers to contract on a government-to-government basis, or when a Canadian supplier believes this arrangement can help him obtain a contract.

The corporation, in its contracts with foreign governments and international agencies on behalf of Canadian suppliers,

follows through on all aspects of the sale, including: inspection and acceptance; shipping services, including packaging; transportation; documentation and insurance; and paying suppliers and collecting from customers.

High technology contracts

The main focus of the corporation's business has, over the years, consisted of contracts for high technology, defence and defence-related equipment, primarily to the United States. From 1976 to 1980, sales to the United States amounted to about 60 per cent of the total value of contracts.

The corporation has taken a number of steps to increase business with several foreign governments. It now receives some 10,000 enquiries each year from more than 90 foreign governments and international agencies.

At any one time the corporation has 2,500 to 3,000 active contracts with more than 400 Canadian suppliers. These include trading houses as well as manufacturers and suppliers of engineering and construction services.

The corporation's contracts cover a broad spectrum of Canadian goods and

services, from relatively small individual items to major capital projects ranging in value from a few thousand dollars to \$50 million. Many involve high-technology equipment and systems recently developed by Canadian firms. Total annual export sales are expected to exceed \$400 million this year.

Canadian opens U.S. gold office

Canadian Consul General in New York Ken Taylor officiated at the opening ceremonies of the new American Gold Coin Exchange. Canadian Mint officials also attended the opening.

Mr. Taylor was given a large replica of a maple leaf gold coin at the ceremony. Limited trading and operations testing of the exchange had been started with a Canadian maple leaf gold coin.

Walter Liebman, chairman of the new exchange, a subsidiary of the American Stock Exchange, said the Canadian coin was chosen to begin trading because of the long association between the two countries and between Canadian companies and the American exchange.

The exchange, which will allow gold coins to be traded like common stock, will add other popular gold coins later.

Exchange officials predicted gold coin prices on the exchange would be slightly less than those at coin dealers and the fluidity of the market would attract investors.



Consul General Ken Taylor holds large coin presented to him at the opening of the American gold exchange.

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