

Export markets for seed potatoes

Canada is a major seed potato exporter, but markets for this crop could expand even more rapidly in the next few years, according to Agriculture Canada.

To take advantage of expanding markets, Agriculture Canada is working with the provinces and the seed potato industry to help ensure Canada grows high-quality, disease-free seed potatoes suited to the needs of importing countries.

Canada already is a leader in producing high-quality seed potato stocks. In the 1979-80 crop year, Canada exported 2.7 million hundredweight of seed potatoes to 18 countries.

Ron Junk, Agriculture Canada marketing officer, said there are potential and expanding markets in Spain, Portugal, Italy, Greece, Algeria and Morocco. He also points to expanding markets in the Caribbean and South America.

"Agriculture Canada, working with the industry and the provinces has taken steps to eliminate diseases such as ring rot and to ensure that Canadian seed potato stock is of high quality," said Mr. Junk.

This includes more rigorous field inspection to detect any disease and compulsory post-harvest testing. In addition, the department's research program has been expanded to help develop seed potato varieties that meet the needs of importing countries.

The Canadian Seed Potato Export Agency has been co-ordinating the export market development activities of New Brunswick and Prince Edward Island seed potato exporters.

"The efforts of the agency in market expansion and in follow-up after sales have improved Canada's position as a leader in seed potato exports," said Mr. Junk. By 1985, Canada could be exporting more than \$35-million worth of seed potatoes, he added.

Business specializes in laughs

A Winnipeg firm has made business a laughing matter.

Scheme-a-Dream Limited offered a \$29 April Fools' Day special this year for those who wanted to tickle the fancy of their friends in a more elaborate way than the traditional tack on the chair.

Take, for example, the couple who awoke to the clamour of painters unloading equipment on the front steps of a home in Winnipeg suburb for an unorderly, and unwanted, refurbishing.

Or the doctor who walked into his examining room to be kissed by a pretty girl in a bathing suit, compliments of his wife.

Bev Buddick, manager of the Winnipeg branch of Scheme-a-Dream, says anything a customer wants, within reason, is on the table.

"As long as it's legal and in good taste, we'll do it," she said. There is also a Scheme-a-Dream operation in Calgary.

Other victims of the corporate clowns in Winnipeg included a second doctor faced with an elderly woman displaying the symptoms of pregnancy and a fellow who was told his car was being towed away — and who arrived at his vehicle to find a costumed jester perched upon it.

Canadian journalism prize awarded to Australian



Canada's High Commissioner to Australia Raymond C. Anderson (left) presents the Canadian Award for Journalistic Merit to Anne Summers of the Australian Financial Review on behalf of Michael Byrnes, the Financial Review's Tokyo correspondent. The award is presented annually to a journalist in the Australian press, radio and television reporting on international affairs in the Pacific area. It is intended to promote interest in and a better understanding of international affairs. Mr. Byrnes was given the award for a series of articles related to the economic and political situation in a number of Asian countries. As part of the prize, Mr. Byrnes will be invited to tour Canada later this year as a guest of the Canadian government.

Breast-feeding program continues

The federal government recently released a publication to begin the second phase of a collaborative program on breast-feeding.

The booklet, entitled *Breast-feeding*, was produced in collaboration with La Leche League and the Canadian Paediatric Society. It is designed to make breast-feeding a satisfying and successful experience for mother and baby.

In May 1980, at the World Health Assembly in Geneva, Canada co-sponsored a resolution calling for greater efforts to promote breast-feeding on a world-wide basis. The new publication represents part of Canada's on-going commitment to that process.

During 1981, *Breast-feeding* will be distributed by doctors, hospitals and public health nurses. It will also be distributed to approximately 300,000 new mothers in hospitals as part of a gift pack containing samples of products and information useful to new mothers.

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