

pickers); S.E.D. Systems (electronic monitors); Versatile Farm Equipment (tractors and swathers); and White Farm Equipment (combine harvesters).

d) Canadian Success Stories

- 1) Versatile Farm Equipment of Winnipeg began exporting four-wheel-drive tractors in 1972 - initially through a local agent/distributor. After four years of reasonable success, the company decided to penetrate the Australian market with its own distribution and servicing facility. In doing so, the company was able to make use of its dealer network, service its products and adjust its marketing to local conditions. In 1978, in order to make further use of its investment in Australia and to take advantage of marketing opportunities, Versatile came to an agreement with Morris Rod Weeder Company of Yorkton, Saskatchewan, to import and distribute its products in Australia. Later, Versatile purchased Noble Plough of Noble, Alberta, and began importing and distributing their equipment as well. The company is projecting substantial growth in the 1980s. On the export side in Australia, Versatile in 1979 bought Toft Brothers Ltd. of Queensland, makers of sugar-cane harvesters. As a result Versatile, overall, is now exporting more from Australia than it is importing into Australia.
- ii) Leon's Farm Equipment of Yorkton, Saskatchewan, began exporting to Australia in 1979. Leon's established a good agency rapport with Symonds Products Ltd., of Western Australia. Together, the two companies developed a line of equipment suitable for conditions in Australia.
- iii) Schulte Industries of Englefeld, Saskatchewan, is a relative newcomer to the Australian market. A number of manufacturers of rock pickers, including Schulte, were encouraged to attend the 1980 Ag-Quip Show. With the services of an Australian agent, significant sales have been realized. The key to the company's success has been the assistance of an agent capable of working with the firm to modify the machine to Australian requirements.

e) Market Considerations

Most tariffs are 15 per cent, with a reduced tariff of 7.5 per cent applicable to parts of certain agricultural implements. Even at those rates, Canadian exporters are