

from PEMD. The Bureau assisted with a dairy cattle "Progeny Showcase" in Ontario which attracted a number of overseas visitors in conjunction with the Royal Winter Fair. Several buyer groups from the United States, the United Kingdom, Australia, and Central and South America attended and bought Canadian beef and dairy breeding cattle, swine, semen and goat breeding stock. Fur buyers from Korea, Hong Kong, Japan and Denmark were invited to Canadian fur auctions; they too subsequently placed orders for fur pelts. Under the National Trade Strategy, the Bureau sponsored two market studies for dehydrated alfalfa and other feed ingredients in Japan and Korea; in addition, a market study for replacement dairy heifers in the Southwestern United States was initiated.

Promotional activities in the primary agricultural sector emphasized support for commercial exports of plant and animal genetic material. The Bureau sponsored a seed potato technical mission to Portugal which presented seminars to agricultural co-operatives and other potato producers; and a delegation of senior plant health officials from Portugal visited Canada to observe production conditions and Canada's phytosanitary control system. There were also delegations from Uruguay and Brazil for seminar presentations on seed potato production and disease detection and control.

A Bureau-sponsored agricultural commodities mission to Egypt led to the establishment of a seed potato demonstration plot by the Canadian industry, with assistance from PEMD. The Bureau also sponsored technical sales seminars on dairy cattle and semen in Ecuador and a breeding swine mission to Venezuela. A blueberry and native berry technical mission to Europe discussed the Canadian grade standards and other issues with the major buyers, and carried out an assessment of future market potential in Europe for Canadian wild blueberries. A bovine embryo study mission from Australia resulted in a number of serious trade inquiries from Australian artificial insemination (AI) companies. An incoming livestock feed mission from Japan concentrated on dehydrated alfalfa and barley.

For processed foods, the Bureau helped organize major international food shows, including ANUGA in Cologne, West Germany, Foodex in Tokyo and MEFEX in Bahrain. In the United States the Bureau sponsored exhibits at five regional trade shows plus eight solo food show promotions (Canadian products only). Other activities included in-store promotions, trade missions and PEMD support for private sector initiatives to penetrate new markets. Work is continuing on the development of product and market profiles to identify export opportunities for Canadian processed products. A survey of world trade flows was revised and updated.

The Bureau provided support for the Canadian Food Processors Association International, a new organization, to assist food processors in developing international competitiveness in processed foods; the Wild Blueberry Association of North America, which helps promote Canadian blueberries in Europe and Japan; and the International Maple Syrup Institute. It also sponsored an incoming seed potato mission from Uruguay, in addition to PEMD support for Canadian companies pursuing markets in the Middle East and Brazil. The Bureau continued to support Potatoes Canada in its variety trials and generic promotion of seed potatoes in offshore markets.

In the fisheries sector, the Bureau was heavily involved in both export promotion activities and trade policy issues. To

promote exports the Bureau organized and participated in fish trade shows in the United States, Japan and Europe. It also conducted an incoming buyers' mission from the Middle East, Europe and Australia. Several associations were helped to develop marketing plans and funding under PEMD was obtained. Sales to the Soviet Union were a major project. A seminar on how to sell fish to the United States was held in Quebec City. New or expanded markets in Africa, Brazil and China were pursued.

Under the heading of trade policy issues, the Bureau was involved in the US countervail action, among others, and in problems arising from Canada's bilateral fish relations with the EEC. Personnel were assigned to deal with matters arising from Canada's membership in international organizations such as the OECD, the North Atlantic Salmon Conservation Organization (NASCO), the North Atlantic Fisheries Organization (NAFO), the International North Pacific Fisheries Commission (INPFC), the Food and Agricultural Organization (FAO) and others. Several difficult problems arising in these organizations were resolved. A number of policy papers were produced on topical subjects. Branches of the Department drew heavily on the fisheries expertise of the Bureau.

In terms of public communications efforts, the Bureau created a NOMADIC unit (an eight-by-ten-foot photo mural on an aluminum collapsible frame) depicting Canadian agri-food and fish products, for use at various promotions, fairs and exhibits. It also completed the development of restaurant kits (including menu covers, placemats and napkins) for distribution to hotels and restaurants to promote Canadian products, as well as a show handout folder, and purchased 12 000 copies of *Flavor and Flair*, a guide to the Canadian food and beverage industry, from Promex Publications.

### Grains and oilseeds

The Grain Marketing Bureau facilitated expanded exports of Canadian grains, oilseeds and their products through the co-ordination and conduct of trade development activities and contribution to the development of trade policy. The market environment for the 1985-86 crop year was again dominated by an oversupply on world markets, with further declines in prices as a result. While exportable supplies in Canada increased from the previous year's drought-reduced level, the quality of the 1985-86 crop suffered from adverse weather during harvest. Exports of the major grains and oilseeds during the 1985-86 crop year nevertheless increased slightly to about 24.5 million tonnes.

Long-term grain trade agreements (LTAs) were negotiated on a government-to-government basis with Brazil, Iraq and the Soviet Union. Exports under LTAs account for about one-half of export grain shipments. Trade development activity centered on the use of technical seminars, utilization trials and consultations in seven countries, and was directed mainly at maintaining existing markets, and developing new ones for canola and canola products.

Apart from the supply-demand imbalance, a major development influencing market conditions was the passage by the United States of a new farm bill — *Food Security Act, 1985* — with generous export assistance measures which exerted increased downward pressure on prices. Ostensibly directed at the EEC, the marketing provisions of the legislation are creating severe problems for countries such as Canada.