an individual industry's direct GDP/exports ratio is low because it is the final domestic industry in a long production chain or because it relies heavily on imported inputs, we rely on GDP figures to judge the industry's contribution to the economy. The higher GDP is relative to exports, the greater the domestic economic impact. However, it could also be argued that industries with a lower GDP/export ratio should be encouraged to export since they can be the last industries in a domestic chain of production that leads to exports -- encourage them to export and they will stimulate production in all the domestic input industries. For this particular column, it is accepted that both a high and lower ratio may have merit, and a somewhat subjective evaluation of individual industries is required in order to determine which industries' exports contribute most to the domestic economy. In essence, it is necessary to identify the industries whose exported commodities have the highest collective Canadian value-added. Collective value-added is the sum of the Canadian value-added of all industries engaged at all stages of export production.

The direct GDP/exports ratio can be thought of as a multiplier (if it is not expressed in percentage terms), since the denominator is exogenous to the model. It would then represent the dollar amount of direct GDP that would be generated for every dollar of exports. This multiplier differs from the conventional keynesian multiplier in that it does not take into account any induced effects on production, i.e., any GDP effects from an increase in income generated from higher exports.

Column 9: Direct Jobs

Direct jobs is the number of persons employed in the production of exports, and is taken from the model output.

Column 10: Direct Jobs/$10 million of Industry Exports

This column shows the number of jobs created in a particular industry for every $10 million worth of the industry's exports.

So far, an industry's "contribution to the economy" has been discussed mainly in the context of its GDP. While that is certainly not incorrect, there is also the employment impact to be considered.

Column 10 provides data on the quantity of jobs each industry creates for a given level ($10 million) of industry exports. As was the case with column 8, there is a potential ambiguity in the data in this column. If there is a long line of domestic industries involved in the production of a particular export, then each industry in the