

International trade development Agriculture, fish and food products

The Agriculture, Fish and Food Products Bureau became operational as part of the Department in September 1983, and continued the international trade activities carried out in the Food Branch of the former Department of Industry, Trade and Commerce.

Export market development and trade promotion activities in the primary agricultural products sector included support by both the Department's Promotional Projects Program (PPP) and the Program for Export Market Development (PEMD) for Canadian participation in several international livestock and agricultural trade shows, technical trade seminars on dairy cattle and swine in Cuba, the Dominican Republic and Venezuela, a pulse crop trade mission to the Middle East and North Africa, and over 20 incoming buyers' groups.

Canadian dairy and beef breeding stock was featured at the Royal Easter Show in Australia, the Salon Internationale de l'Agriculture in Paris, the Royal Agricultural Show and Royal Highland Show in Britain, swine breeding stock at Reggio Emilia in Italy, and quarterhorses at Verona. A seed potato mission from Costa Rica was sponsored by the Department.

Support was continued under PEMD for Potatoes Canada, the Canadian Seed Potato Export Agency, the Wild Blueberry Association of North America, and the activities of several livestock breed associations. The Bureau maintained liaison on export trade matters with industry associations, including the Canadian Seed Trade Association, the Canadian Feed Industry Association, SeCan Association, the Canadian Horticultural Council, and the Canadian nursery trades and floriculture and tobacco industries. It also maintained working relationships with Agriculture Canada with respect to animal health, plant health and quarantine regulations as they affect export trade, with the Department of Regional Industrial Expansion (DRIE) regional offices on administration of the PEMD program, and with Canagrex concerning its activities in assisting exports of Canadian agricultural products.

For processed foods, the Bureau's program involved many types of marketing activity, including national exhibits at international trade fairs, in-store promotions, trade missions, and solo trade shows which were devoted exclusively to Canadian foods. Major international trade fairs in which Canada participated included Anuga in Germany, Foodex in Japan and the Middle East Food Exhibition in Bahrain. Work was also begun on a program to improve assessment of international trading patterns, the results of which will be used to develop more effective strategies and promotion activities.

In the fishery sector, the Bureau was engaged in the implementation of marketing recommendations of the Task Force on the Atlantic Fisheries. One example was the special PEMD-Fish program (\$20.5 million over five years) to improve penetration of international markets: the program became operational towards the end of the fiscal year.

Another example was the generic promotion campaign (\$20 million over five years) intended to expand the *per capita* consumption of groundfish and herring products in the United States. A study was commissioned to analyze a major data bank of US seafood consumption patterns. Development of a promotional strategy is to be completed by early 1985.

Departmental-sponsored missions visited Venezuela and Puerto Rico for salted fish, and Poland, the German Democratic

Republic, Czechoslovakia and Hungary for herring and frozen groundfish.

Grains and oilseeds

The Grain Marketing Bureau and the Grains and Oilseeds program were transferred to the Department in March 1983 from ITC, with the intention of strengthening the Department's capability to promote international marketing efforts for all Canadian products abroad.

The export market for Canadian grains and oilseeds in 1983-84 was characterized by excessive supplies, particularly of wheat, coupled with a slackening in export demand because of depressed global economic conditions. This situation resulted in an extremely competitive international grain trading environment and depressed world market prices. Nevertheless, Canadian export shipments of the six major grains and oilseeds in 1983-84 were at a new record level of 30 million tonnes valued at about \$6 billion.

Canada's revitalized grain transportation handling system was a major factor in this large volume of export sales which, in turn, helped maintain revenue to grain producers in the face of steadily increasing farm costs and the lowest real grain prices in many years. There were major amendments to the Prairie Grain Advance Payments Act and the Western Grain Stabilization Act in 1983-84 to make them more responsive to these difficult conditions.

The economic situation in many major importing countries continued to entail the provision of credit. About one-third of Canada's wheat sales and significant quantities of barley exports are being made under the Credit Grain Sales Program administered by the Grain Marketing Bureau. The credit program is an important marketing tool and it goes some way towards matching the export initiatives of Canada's competitors, particularly the United States and the EEC.

Canada made representations to the United States regarding the provision under its blended credit program of concessional credit to certain grain markets. Periodic consultations also were held with the EEC on several grain matters, including import access for cereal substitutes, and with Japan on trade in canola.

The Bureau's trade development activities in 1983-84 were directed primarily at the maintenance of existing markets and development of new markets for canola-rape seed products i.e. vegetable oil and meal, through the conduct in seven countries of technical trade seminars, utilization trials and consultations. As in past years the Canadian International Grains Institute made a significant contribution to the maintenance and enlargement of markets at home and abroad for Canadian grains and oilseeds and their products. The Institute, which is jointly financed by the Grains and Oilseeds program and the Canadian Wheat Board, conducted numerous instructional courses in Canada and abroad for foreign participants selected from existing or potential customer countries and for Canadians associated with the grain industry.

Defence programs

The Defence Programs Bureau continued its program to expand exports of defence products to our allies and other friendly nations.

The objectives were to identify and develop export opportunities for defence products and defence-related high