

Canada's Fisheries Markets in 1961



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COVER: *Highlight of the fisheries harvest in 1961 was the big catch of salmon on the Pacific Coast, taken by vessels like these, photographed at Port Renfrew on the west coast of Vancouver Island. For a complete report on Canada's fisheries last year and our trade in fish products, see page two.*

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Canada's Fisheries Markets in 1961

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Once a year, the chief of the Department's Fisheries Division reviews for Foreign Trade readers production, exports and imports of fisheries products, pointing up comparisons with the previous year. This analysis of an industry that earns nearly \$143 million a year from foreign sales is well worth careful study.

A Look at the Dominican Republic and Puerto Rico

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Canada has managed to maintain its position as a source of Dominican imports better than most other suppliers, despite the strict import controls, the Trade Commissioner there points out. He also reports on Puerto Rico, where "Operation Bootstrap", a program of industrial development, has proved so successful.

The Market in Western Australia

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Some weeks ago, our Commercial Counsellor in Melbourne toured this huge state, observed its growing industrial development, its mineral wealth, and the opportunities for expanding Canadian trade. He presents his findings here.

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A young Dutch couple who came to Canada to farm 23 years ago have gone into the business of producing and selling pickles. To their Amsterdam recipes for making the pickles, they've added one of their own for selling them abroad.

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Canada's Fisheries Markets

In 1961, Canadian Fishermen . . .

- Landed 1.85 billion pounds of seafood and shellfish, worth \$96.8 million (or 8 per cent more than in 1960).
- Had disappointing catches of Atlantic cod, herring and sardines.
- Received higher prices for lobster that compensated for smaller landings.
- Caught over 43 million pounds more salmon in Pacific waters than in 1960.
- Sold over \$143 million worth of fisheries products in 92 foreign markets, 3.8 per cent above the 1960 figure.
- Supplied 68.5 million pounds of fish in frozen blocks or slabs to the United States, out of total U.S. imports of 118.7 million pounds.
- Shipped 99.1 million pounds of salted groundfish to world markets, down from 107.7 million in 1960.
- Landed enough salmon on the West Coast to raise canned salmon production to 1.4 million cases, up from 630,000 in 1960.

T. R. KINSELLA, *Chief, Fisheries Division.*

THE Canadian catch of seafood and shellfish during the calendar year 1961 totalled 1,856,761,000 pounds valued at \$96,841,000, in comparison with 1,679,736,000 pounds worth \$89,638,000 in the previous year—an increase of 10 per cent in quantity and 8 per cent in value. Major increases in landings of Pacific herring and salmon offset declines in the Atlantic cod, herring and sardine fisheries.

Atlantic Fisheries

Fishermen in the Atlantic Provinces landed 1,225,807,000 pounds, an 8 per cent drop in volume. A disappointing cod catch of 517,905,000 pounds was 14 per cent below the 604,620,000 pounds taken in 1960. In addition, a decline in the herring and sardine fishery was of considerable concern to the

packers, who were unable to supply the world-wide demand for Canadian sardines. The returns of the haddock fishery increased over the previous year. Higher unit prices for lobster helped to make up for the 7 per cent drop in the catch, and the value therefore fell by less than 1 per cent to \$17,925,000. As a result, lobster became the most valuable species in the Atlantic Provinces. Despite the smaller landings of cod, herring and sardines, flatfish, pollock, and lobster, the over-all value of the Atlantic fisheries reached \$58,804,000, down by about 2 per cent in comparison with the \$59,772,000 figure of 1960.

Pacific Fisheries

Pacific coast fishermen caught 630,954,000 pounds, or 85 per cent

more than the 340,551,000 pounds taken in the previous year; the total landed value rose by 27 per cent—from \$29,866,000 to \$38,037,000. The important salmon fishery realized 118,179,000 pounds valued at \$24,841,000, compared with 75,153,000 pounds with an ex-vessel value of \$18,411,000 in 1960. The halibut catch decreased by 16 per cent, or to 28,560,000 pounds compared with 33,869,000 pounds in the previous year, but because of higher unit prices the value increased to \$6,008,000 from \$5,399,000. Of significance were the greater herring landings in 1961 of 447,234,000 pounds worth \$4,577,000, as against 187,675,000 pounds worth \$3,153,000 in 1960.

Inland Fisheries

Current returns of the inland fisheries are incomplete and are not included in the above total of landings in the Canadian fisheries. The latest available statistics indicate that the 1960 landings totalled 110 million pounds with a landed value of \$12 million, compared with 117.2 million pounds worth \$12.1 million in 1959. Ontario was the leading producer, followed by Manitoba, Saskatchewan, Alberta, the Northwest Territories, New Brunswick, and Quebec. The main species taken were whitefish, yellow pickerel, pike, perch, and trout.

The Great Lakes Fishery Commission, a joint Canadian-United States organization, reports continued progress in endeavouring to eradicate the sea lamprey in the Great Lakes. Some 20 stream treatments with lampricide were carried out during 1961 on Lake Huron and Lake Superior. Electrical barriers were operated from mid-May to the end of July on eight streams tributary to Lake Superior in order to assess the size of the lamprey spawning runs. In addition, one million lake-trout yearlings are being

n 1961

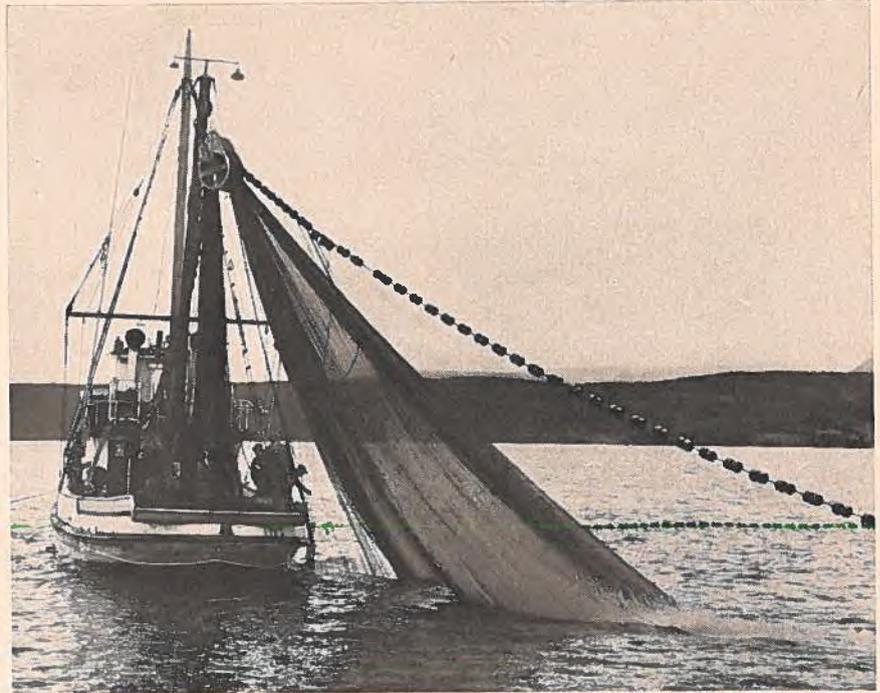
planted every year to reinforce the declining stocks of native trout in Lake Superior.

Exports

Exports of fisheries products in 1961 reached \$143,350,000, an increase of 3.8 per cent over the 1960 total of \$138,133,000. Shipments of fresh and frozen fish, notably frozen fillets and blocks, were up slightly. An interesting trend was the increased demand for frozen fillets and blocks in Britain; shipments in 1961 reached 6,277,700 pounds, compared with 1,197,700 in 1960. On the other hand, salted groundfish exports fell from \$18,484,000 in 1960 to \$17,070,000 in 1961; sales of pickled fish and bloaters remained about the same. The total value of canned fish exports, including canned sardines and salmon, was greater in 1961. Although canned lobster shipments were a little smaller than in 1960, the over-all volume and value of molluscs and crustaceans were up in 1961, with gains noted in the fresh or frozen lobster and scallop trade. Herring-meal exports increased but shipments of herring oil decreased considerably. Exports of fisheries products during 1961 went to 92 countries.

Imports

Over-all imports of fisheries products into Canada during the period January-November 1961 were valued at \$18,921,668, compared with \$15,267,000 in the corresponding period in 1960. Larger imports of preserved fish and shellfish were mainly responsible for this 24 per cent increase. Of particular significance was the fairly important quantity of canned salmon imported from the United States—1,419,951 pounds valued at \$1,092,613, in comparison with 929,099 pounds worth \$663,903 in the same period in 1960. Imports of fishmeal from



—M. F. Ronayne.

Last year herring catches in Atlantic waters fell off and as a result packers could not supply the world-wide demand for canned herring and for sardines. These Newfoundlanders are busy purse seining for herring in Bonne Bay waters on the west coast.

Peru reached 11,041,100 pounds worth \$513,051, compared with 3,418,600 pounds valued at \$126,142 in the same period of 1960. Slightly larger quantities of canned sardines and anchovies were imported from Norway and Portugal, and purchases of canned tuna from Japan were larger. Imports of fresh or frozen shrimp from the United States were smaller in quantity but greater in value. Imports of fisheries products came from 41 countries.

Fresh and Frozen Fish

Total exports of fresh and frozen fish were a little higher in 1961 compared with 1960 shipments. The exceptionally strong demand in the United States for Canadian frozen block fish for the manufacture of fish sticks, and for portions (which started to take shape in the previous year) continued and larger quantities were put up in the block form in 1961. Fish sticks and portions are produced in Canada but prohibitive tariffs on imports of these products into the United States limit sales to the Canadian domestic mar-

ket. However, Canada continued to be the leading supplier of frozen blocks to the United States.

Exports of frozen cod fillets and blocks to Britain increased in 1961, as did shipments of frozen salmon and halibut. Canadian frozen fish is also in considerable demand on the Continent. European importers are aware of the superior quality of Canadian fresh and frozen fish because of the nearness of the plants to the source of supply and the rigid specifications of the Canadian Government Specifications Board, which govern the voluntary inspection of fish plants and fisheries products.

Although the Soviet Union has increased its output of frozen fish in recent years, the signing of a trade protocol by representatives of the Soviet and Icelandic Governments was announced recently, calling for the sale of 18,000 metric tons of frozen fillets to the U.S.S.R. during 1962. This should help to stabilize the market for frozen fish in all major outlets.

Imports of fresh or frozen groundfish fillets and blocks—including cod, haddock, hake, pollock, cusk and ocean perch—into the United States during 1961 totalled 195,264,000 pounds compared with 155,550,000 in 1960. According to preliminary statistics, our exports of fresh and frozen cod fillets were down slightly from the 1960 figures but Canada provided 20,709,000 pounds of the 32,347,000 imported into the United States. Iceland was the other leading supplier, with 9,915,000 pounds as against shipments of 7,454,000 pounds in 1960.

Imports of fresh and frozen fillets of haddock, hake, pollock and cusk into the United States from all sources reached 25,549,000 pounds. Shipments from Canada increased to 16,962,000 pounds; Iceland (5,072,000 pounds); Norway (1,048,000) and Denmark (796,000) were the other principal shippers. Imports of ocean perch fillets were also greater, at 18,693,000 pounds. Canada's share was 12,977,000 pounds, with Iceland furnishing 2,732,000 pounds and West Germany 2,202,000.

United States imports of frozen blocks or slabs in 1961 reached 118,675,000 pounds, compared with 89,672,000 in the previous year. Again Canada was the main supplier with 68,496,000 pounds, followed by Iceland (26,715,000), Denmark (8,501,000), Norway (7,807,000), Greenland (3,840,000), and West Germany (1,954,000). A few other countries supplied the remaining 1,362,000 pounds.

These frozen blocks or slabs went to some 40 manufacturers of fish sticks and to 44 firms putting up fish portions, the bulk of them in the Atlantic Coast states, although a considerable number are also located in the inland, Gulf and Pacific Coast states. The United States production of fish sticks in 1961 exceeded 69,903,000 pounds in comparison with 65,142,000 pounds in 1960. Output of fish portions continued to climb and reached

Canadian Exports of Fisheries Products by Forms, 1957-1961

(total value in millions of dollars)

	1957	1958	1959	1960	1961
All Fish Products	132.46	155.02	147.82	138.13	143.35
Fresh and Frozen	81.46	88.20	85.74	89.47	94.97
Whole or dressed	29.80	35.73	33.15	34.94	35.53
Fillets	33.39	35.17	33.37	33.89	37.00
Shellfish (in shell and meat)	18.27	17.30	19.22	20.64	22.44
Cured	24.51	22.70	21.79	22.16	20.68
Smoked	1.60	1.58	1.43	1.31	1.30
Bloaters and kippers	1.00	1.01	0.92	0.85	0.82
All other	0.60	0.57	0.51	0.46	0.48
Salted and Dried	19.42	18.20	17.72	18.48	17.07
Cod	16.84	15.69	14.77	14.98	14.50
All other	2.58	2.51	2.95	3.50	2.57
Pickled	3.49	2.92	2.64	2.37	2.31
Herring	1.88	1.75	1.45	1.40	1.53
All other	1.61	1.17	1.19	0.97	0.78
Canned Fish and Shellfish	16.02	35.63	28.00	17.77	19.87
Salmon	11.27	30.64	22.46	10.93	13.00
Sardines	2.28	2.80	2.95	3.52	3.62
Lobster	2.06	1.82	1.93	2.45	2.06
All other	0.41	0.37	0.66	0.87	1.19
Miscellaneous	10.47	8.49	12.29	8.73	7.83
Meal	6.18	3.85	6.70	3.83	4.53
Oil	0.93	1.32	2.35	2.05	0.61
All other	3.36	3.32	3.24	2.85	2.69

60,061,000 pounds as against 49,381,000 pounds in 1960, 37,147,000 in 1959 and only 21,790,000 in 1958.

Salted Fish

Shipments of salted groundfish (cod and related species) were smaller in 1961. Only 99,118,000 pounds worth \$17,070,000 were exported to the various markets, as against 107,766,000 pounds worth \$18,484,000 in 1960. Almost all of the cod produced in the salted form is taken in Newfoundland waters. Production there was the lowest since 1958 because of the failure of the trap fishery in many areas and the continuing shift to the utilization of cod in the frozen form. The output of light salted cod, which is in demand in nearly all world markets, has declined steadily since 1954 and in 1961 was the lowest on record.

Although the carryover of stocks of salted groundfish at the conclusion of the 1960-61 period was generally higher than at the end of the

previous season, stocks were not considered excessive, either in the salt-fish producing countries or in the markets, except in Spain. However, largely because of the Cuban shortage of foreign exchange, Canadian exporters experienced some difficulty in 1961 in selling supplies of salt cod to this traditional market, which in normal times purchased up to 14 million pounds a year from Canada. Only 3,509,000 pounds were marketed in Cuba in 1961 compared with 8,323,000 in 1960. Puerto Rico continued to be the leading purchaser of salted groundfish in 1961.

Exports of heavy salted dried cod (43 per cent moisture content or less) to all destinations in 1961 totalled 39,114,000 pounds as against 37,981,000 pounds in the previous year. Jamaica, Puerto Rico, Cuba, Portugal, and Trinidad were the major outlets. Shipments of light salted hard dried cod (43 per cent moisture content or less) reached 23,940,000 pounds in 1961 in comparison with 23,235,000

Canadian Exports of Fisheries Products by Countries, 1957-1961

	1957		1958		1959		1960		1961	
	\$'000	%	\$'000	%	\$'000	%	\$'000	%	\$'000	%
All Areas	132,455	100.0	155,016	100.0	147,816	100.0	138,130	100.0	143,347	100.0
United States	97,006	73.2	103,321	66.7	98,645	66.7	98,839	71.6	103,824	72.4
Total British Caribbean	7,928	6.0	6,850	4.4	7,909	5.4	8,191	5.9	8,491	5.9
Jamaica	4,456	3.4	3,319	2.1	4,336	2.9	4,372	3.2	4,495	3.1
Barbados	535	0.4	482	0.3	431	0.3	464	0.3	540	0.4
British Guiana	635	0.5	754	0.5	801	0.5	926	0.7	836	0.6
Leeward and Windward Islands	981	0.7	911	0.6	995	0.7	1,040	0.7	1,019	0.7
Trinidad and Tobago	1,157	0.9	1,189	0.8	1,130	0.8	1,145	0.8	1,364	0.9
Other British Caribbean	164	0.1	195	0.1	216	0.2	244	0.2	237	0.2
Total Non-British Caribbean	9,759	7.4	9,671	6.2	9,027	6.1	8,907	6.5	7,182	5.0
Puerto Rico	3,887	2.9	4,017	2.6	2,773	1.9	3,635	2.6	3,709	2.6
Cuba	2,488	1.9	2,204	1.4	2,736	1.8	1,839	1.3	693	0.5
Dominican Republic	1,670	1.3	1,599	1.0	1,669	1.1	1,723	1.3	1,294	0.9
Haiti	656	0.5	798	0.5	677	0.5	724	0.5	645	0.4
Panama	362	0.3	377	0.3	146	0.1	195	0.2	143	0.1
Other Caribbean	696	0.5	676	0.4	1,026	0.7	791	0.6	698	0.5
Total Europe	13,294	10.0	31,501	20.3	28,751	19.4	18,006	13.0	20,143	14.1
Britain	7,731	5.8	25,453	16.4	22,363	15.1	11,525	8.3	12,965	9.0
Belgium and Luxembourg	1,003	0.8	1,013	0.7	1,139	0.8	1,081	0.8	1,077	0.8
Germany	369	0.3	565	0.4	487	0.3	438	0.3	525	0.4
Italy	1,732	1.3	1,214	0.8	1,364	0.9	1,132	0.8	1,147	0.8
Netherlands	364	0.3	1,091	0.7	613	0.4	604	0.4	597	0.4
Portugal	261	0.2	532	0.3	993	0.7	906	0.7	1,255	0.9
Spain	1,083	0.8	932	0.6	285	0.2	878	0.6	514	0.4
Other Europe	751	0.5	701	0.4	1,507	1.0	1,442	1.1	2,063	1.4
Total All Other Countries	4,468	3.4	3,673	2.4	3,484	2.4	4,187	3.0	3,707	2.6
Other Commonwealth	3,114	2.4	2,783	1.8	2,495	1.7	3,809	2.8	3,147	2.2
Brazil	397	0.3	308	0.2	524	0.4	22	*	143	0.1
Congo (Republic of)	63	*	19	*	32	*	18	*	18	*
Taiwan	164	0.1	40	*						
Philippine Islands	293	0.2	93	0.1	99	0.1				
All Other Countries	437	0.4	430	0.3	334	0.2	338	0.2	399	0.3
Total Commonwealth Countries	18,773	14.2	35,086	22.6	32,767	22.2	23,525	17.0	24,603	17.2

*Less than half of one-tenth of one per cent.

pounds in 1960; markets in order of importance were Puerto Rico, Jamaica, Italy and Spain.

Sales of boneless salt cod were a little higher in 1961 but exports of the 43-50, 45-50, and over 50 per cent moisture content cures declined. Of significance was the shipment of 5,650,000 pounds of wet salt cod to Portugal, up from the 3,184,000 pounds sold to that country in 1960. Canada's trade agreement with Portugal covering the provision of dollars for the purchase of hard dried salt cod remained in force.

An encouraging feature for Canadian exporters was the improvement in the differential exchange rates in

Brazil during the fall of 1961. In recent years the Canadian trade had not been able to compete with European exporters of salt cod because Brazilian exchange practices favoured certain fish-producing areas. Although these rates have not been entirely equalized, Canadian exporters are now better able to compete with the other principal suppliers.

The quantity of salted scale fish (pollock, hake and cusk) exported in 1961 was lower, mainly because of the smaller catch of pollock. Principal markets were the Dominican Republic, British Guiana and Puerto Rico. Sales of pickled fish were down slightly in 1961. Vine-

gar-cured herring was the main export; smaller quantities of pickled alewives and pickled split herring were shipped.

Exports of smoked herring bloaters were down in 1961; the Dominican Republic and Haiti continued to be the main outlets.

Canned Fish

The year 1961 saw a marked improvement in the pack of British Columbia canned salmon, which returned to more normal proportions at 1.4 million cases, compared with some 630,000 cases in the previous year (the smallest output since 1921).

The 1961 pack by varieties, with the 1960 figures in brackets, was as follows: sockeye 398,303 cases (226,905); coho 240,734 cases (92,347); pink 661,103 cases (219,624); chum 95,387 cases (86,800); spring 7,488 cases (5,913); other 979 cases (500).

However, canned salmon production increased also in the United States, Japan and the U.S.S.R. and stocks were quite large. According to preliminary returns, the United States output in 1961 rose from 2,912,000 cases to 3,682,000 and the Japanese pack reached 2,087,511 cases, up from 1,512,145 in the previous year. Over half of the Japanese production was sockeye and the large United States pack included over 1,444,000 cases of sockeye. Lower quotations by Japanese and Soviet suppliers meant considerable difficulty in marketing Canadian salmon in all world markets, despite the traditional preference for the high-quality Canadian product.

Exports of all varieties of Canadian canned salmon in 1961 were valued at \$13,000,000 compared with \$10,927,000 in 1960. Britain continued to be the leading market; other important outlets were the United States, New Zealand, Belgium, Australia, Trinidad, the Netherlands, Italy, France, Jamaica, Rhodesia and Nyasaland, and South Africa. Imports of canned fish into Australia were under replacement licensing in 1961 and into New Zealand were controlled by licensing. The situation is similar in South Africa, where a quota scheme governs imports of canned fish.

Shipments of canned sardines during 1961 were valued at \$3,620,000 as against \$3,523,000 in 1960. Jamaica remained the leading outlet, followed by Australia, Trinidad, British Guiana, Barbados, the Leeward and Windward Islands, South Africa, New Zealand, Panama, the Netherlands Antilles, Dominican Republic and Fiji. Relatively smaller quantities were sold in the British market, where there appears to be a growing demand for

the Canadian product. The poor run of sardines in 1961 was a disappointment to the packers who could not supply the total market demand.

Molluscs and Crustaceans

The value of exports of molluscs and crustaceans was higher in 1961. The lobster catch totalled 47,752,000 pounds with a landed value of \$17,925,000 compared with 51,516,000 pounds worth \$18,031,000 in 1960. Shipments of canned lobster in 1961 were valued at \$2,060,000 as against \$2,453,000 in the previous year. The major markets were the United States, Britain, Sweden, West Germany, Belgium, the Netherlands, Switzerland, and France. Exports of live or fresh-boiled lobsters were worth \$11,977,000 and went mainly to the United States, although some quantities went to France, Belgium, the Netherlands, and Britain. Sales of fresh or frozen lobster meat had a value of \$6,894,000 in comparison with \$6,496,000 in 1960 and shipments were consigned mostly to the United States, with limited supplies going to Britain.

Fresh or frozen scallops exported during 1961 were valued at \$3,036,000, an increase over 1960 shipments valued at \$2,455,000. Almost all of these shipments went to the United States, with small quantities exported to Bermuda, Belgium, and France.

Production of Atlantic clams and oysters was a little higher in 1961 and landings of squid were also up. The Pacific Coast oyster output increased but the West Coast returns for crabs, clams, and shrimps were lower than in 1960.

Fish Byproducts

Because of the rapid large-scale development of Peru's fishmeal industry during 1957-59 and the resulting over-supply of fishmeal on world markets, international fishmeal prices fell sharply in late 1959 and in 1960. However, negotiations conducted by representatives of the trade from the main fishmeal exporting countries (Peru, South

Africa, Norway, Iceland, and Angola) culminated in the conclusion of a provisional international agreement between these countries in Paris in October 1960. They account for 90 per cent of the world's exports of fishmeal and this agreement brought a considerable improvement in international price levels during 1961.

With the firmer market outlook, the production of fishmeal on both our Pacific and Atlantic coasts increased considerably in 1961. Some 39,794 tons of herring meal were put up in British Columbia compared with 13,172 in 1960; Atlantic production (mainly groundfish meal) rose from 25,190 tons in 1960 to 40,401 in 1961.

Exports of Pacific herring meal during 1961 totalled 64,220,000 pounds valued at \$3,650,000, as against 48,859,000 pounds worth \$2,833,000 in the previous year. Shipments went principally to the United States, Britain and Mexico. Larger quantities of Atlantic coast fishmeal were sold in the Canadian domestic market, with the result that only 15,728,000 pounds (\$869,000) were exported in 1961 in comparison with 21,182,000 pounds (\$994,000) in 1960, with the bulk going to Britain and the United States. Limited supplies were sold in British Guiana and Barbados.

Production of Pacific coast herring oil increased from 1,717,563 gallons in 1960 to 4,605,442 in 1961. However, only a relatively small quantity was exported, chiefly to Britain and the United States, because the major part of the available supply was consumed in Canada. The 1961 output of Atlantic fish oils (including cod and seal), at 1,113,921 gallons, was smaller than the 1,312,815 gallons produced in 1960. Exports of Atlantic coast cod liver oil went to the United States and Britain. Whale oil, fish livers, viscera for oil, fish scales, fish solubles and seaweeds were in demand in the United States. Some supplies of seaweeds were also marketed in Denmark, Britain, and West Germany.

A Look at the Dominican Republic and Puerto Rico

As a matter of interest, one of the important matters discussed at the International Fishmeal Conference in Rome in March 1961 was the manufacture of fishmeal and fish flour for human consumption. Scientists at the Halifax Technological Station of the Fisheries Research Board of Canada are carrying out a program to produce a high-quality fish flour from cod fillets for possible submission to FAO, which is seeking fish flour of the best possible quality—one that will pass the rigid specifications both of Canada and the United States. If the product is acceptable, private industry may be invited to produce the flour in quantity for distribution by FAO to protein-deficient countries.

Trade Fairs and Missions

The products of the Canadian fishing industry were again featured at trade fairs in Europe during 1961, notably the Ideal Home Exhibition held in London, England, and the Anuga Trade Fair in Cologne, West Germany. A display at the latter included reference to fish produced in the Canadian Atlantic, Pacific and inland fisheries.

In line with the Department's export trade promotion drive and in co-operation with the Fisheries Council of Canada, representatives of the salt-fish industry in Newfoundland, Nova Scotia and Quebec travelled to Latin America and leading markets in the Caribbean in company with officers of the Departments of Trade and Commerce and Fisheries in February 1962. A representative of the canned salmon packers was included in the Canadian trade mission that visited New Zealand and Australia in March.

Next October, a Canadian trade mission including members of the frozen-fish trade in British Columbia, the Prairie Provinces, Quebec, Nova Scotia, and Newfoundland will proceed to Britain and other markets on the Continent. This is a fact-finding mission and the trade representatives will report their findings to the industry in the provinces from which they come. ●

W. B. McCULLOUGH has lived for the last five years in the Dominican Republic, where he has served as Canada's Commercial Counsellor. On May 28, he begins a tour of Canada in Toronto. To brief businessmen to whom he will be talking on his territory, he has sent in this timely report on agriculture, industry and trade, and on trade opportunities, in this part of the Caribbean.

THE DOMINICAN REPUBLIC, situated in the heart of the Caribbean, occupies about two-thirds of the island of Hispaniola, which lies between Cuba and Puerto Rico. The capital, Santo Domingo, (population about 300,000) is on the south coast of the island, and the second largest city, Santiago, is to the north near the Cibao Valley. Total population is approximately three million. The climate is tropical; mountain ranges cross the Republic and among them are many rich valleys at altitudes that permit the production of a wide range of temperate-climate crops, particularly vegetables.

Agriculture and Industry

The country is basically wealthy and depends mainly on its agriculture. Chief crops exported include sugar, coffee, cocoa, tobacco, rice, bananas, plantains and tomatoes. In recent years the livestock industry, notably the raising of dairy and beef cattle, has developed to meet domestic demand and a modest amount of beef is exported, mainly to Puerto Rico. Agriculture is moderately diversified but sugar cane remains the largest single crop. About one mil-

lion short tons of raw sugar are produced per crop year and sugar accounts for about 50 per cent of the foreign exchange earnings.

Industrial development has been encouraged and the established plants are turning out cement; glass; textiles (four mills); bags, rope and binder twine of sisal; soaps, detergents, toothpaste, etc.; cement and asbestos water-pipe; furfural; flour; meat products, and dairy products. There are several shoe and leather goods factories, garment factories, and many other smaller industries.

In the mining field, bauxite, salt, gypsum and iron ore have been exported. There are large deposits of nickel-bearing ore that are being developed by Falconbridge, a Canadian company, which has a pilot plant in operation. Drilling for oil continues but so far it has not been discovered in commercial quantities.

Foreign Trade

In 1960 the Republic had a record trade of \$267.4 million, 8 per cent higher than in 1959. Exports totalled \$180.4 million, about \$50 million higher than the previous year, and imports \$87 million, the

lowest figure since 1954. During the first nine months of 1961 exports totalled \$114.6 million and imports \$50.5 million, reflecting the import controls in force. Sugar and its by-products continue to be the leading exports but a good measure of diversification has been achieved over the years, changing from a one-crop (sugar) economy to the raising of other agricultural products that also provide a surplus for export. The leading exports are shown in Table I and the direction of trade in Table II.

Trade with Canada

Although total imports from all sources in 1960 declined by nearly 26 per cent, imports from Canada, at a little over \$5 million, were only slightly smaller than in 1959. During the first eleven months of 1961 imports from Canada totalled \$4.3 million and the total for the year will show a slight decrease from 1960. There was no significant change in the pattern of our trade.

TABLE I

DOMINICAN REPUBLIC EXPORTS,

Nine Months, 1961

	U.S.\$ million	Per cent
Sugar and products	63,799	55.7
Bananas	10,201	8.9
Cocoa and chocolate	7,395	6.4
Bauxite	7,050	6.2
Tobacco	5,429	4.7
Coffee	5,257	4.6
Fresh beef	1,491	1.3

TABLE II

DIRECTION OF TRADE

Nine Months, 1961

Imports—Chief Suppliers	
	(R.D.\$'000)
United States	21,198
Britain	4,448
West Germany	5,164
Canada	3,564
Japan	2,949
Total Imports	50,559
Exports—Chief Markets	
United States	66,041
Britain	13,168
Japan	7,452
West Germany	5,586
Netherlands	4,223
Total Exports	114,616

Cured fish (mainly salt pollock from Nova Scotia) and wheat for the flour mill continued to be our principal exports to this Republic. (See Table III.)

Market Prospects

Early this year, the United States granted the Republic a loan of up to \$25 million under the *Alliance for Progress*. In February \$11.5 million was taken up. Some of these funds have recently been used to improve the exchange position. In addition, the United States has allocated to the Republic sugar quotas of 464,326 tons for the first six

months of this year. These developments have shortened the backlog of exchange remittances and business circles are hopeful that they will shortly be on a current basis.

There was a marked upswing in business activity at all levels during the first quarter of this year. Inventories were low and with substantial increases in wages the demand for consumer goods increased. Although imports remain under control, permits for regular imports are granted without undue delay.

This country offers the Canadian exporter a small market for a wide

TABLE III

MAIN CANADIAN EXPORTS TO THE DOMINICAN REPUBLIC

	1959	1960	1961 Jan.-Nov.
(In Canadian dollars)			
Upper leather	26,406	40,106	12,540
Leather, unmanufactured	14,210	17,794
Potatoes, seed	59,280	33,128	12,156
Wheat	4,406	1,002,672	1,323,196
Wheat flour	1,103,607	183,219
Macaroni, spaghetti	136,113	42,577	210
Malt	78,262	40,188	27,364
Bloaters	339,832	238,857	267,110
Pollock, dried salted	1,039,201	1,112,633	776,113
Other cured fish	195,195	289,135	124,253
Vegetable food products, n.o.p.	105,613	67,225
Tires for trucks and buses	240,007	245,217	228,197
Tires for passenger autos	51,944	65,273	34,633
Newsprint	418,941	202,280	197,852
Insulated wire and cable	264,589	229,772	107,146
Machinery and parts	73,207	529	1,377
Passenger autos	57,312	1,808
Asbestos milled fibres	85,570	72,440	153,180
Sardines	94,433	77,127	49,960
Aluminum, fabricated	5,997	58,433	12,219
Coal oil and kerosene	64,511
Gasoline and naphtha	271,582
Fuel oil	219,240
Combs	51,303	34,986
Contractors' outfits and supplies	62,049
Industrial furnaces, ovens and parts	28,845
Conveyors, conveyor systems and parts	20,536
Mining, oil, gas, industrial machinery parts, n.e.s.	1,536	1,850	20,129
Road motor vehicle parts	13,023
Tires, tubes, n.e.s.	14,332	28,509	16,969
Phone apparatus and parts	3,562	9,369	12,821
Wood pulp, sulphite unbleached strong	62,693
Copper pipe and tubing	6,089	16,863	27,103
Writing and reproduction paper	12,363	3,783	19,833
Copper wire, cable, not insulated	7,646	2,430	33,325
Nuts, bolts and screws	14,344	13,208	15,397
Total, including all exports	5,137,477	5,061,888	4,336,626

Note: Because of changes in DBS classifications, some of the items listed above are not comparable.



(Left) Each year the Republic produces about a million tons of raw sugar and earns from sugar exports some 50 per cent of its foreign exchange. This cane is going to the big Catery mill which can handle about 5,000 tons a day.

—Dominican Information Centre.

range of products. We have a most-favoured-nation trade agreement with the Republic and both countries are members of the GATT. The Dominicans have no special trade agreements with other countries and import duties are the same for all. However, many of the people have small incomes and demand low-priced merchandise. Price, not quality, is in most instances the determining factor in making sales to this market.

PUERTO RICO

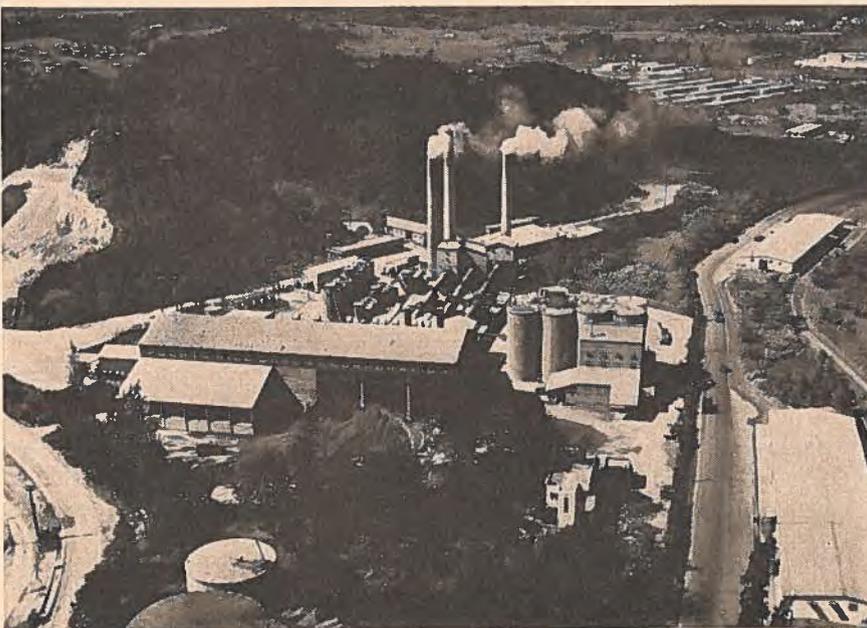
PUERTO RICO, a small island in the Caribbean, is located just east of the Dominican Republic and about 1,000 miles southeast of Miami. It is about 100 miles long and 35 miles wide and has a population of approximately 2.4 million. This tiny island continues to be one of the fastest developing areas in the world and is well on its way to becoming one of the most highly con-

centrated industrial complexes under the U.S. flag. Puerto Rico gained Commonwealth status in 1952 and has virtually the same control over its internal affairs as do the states of the Union. Its people have no vote in federal affairs nor do they pay federal taxes. Goods move between the two countries free of duty.

The island has made rapid progress in the last few years. The gross national product totalled \$1,758 million in fiscal 1960-61, compared with only \$127 million in 1940. The national income has increased from \$225 million in 1940 to \$1,465 million in 1960-61. Receipts from all sources in fiscal 1961 reached \$320 million as against \$284 million in 1960.

Making a Living

One cannot report on Puerto Rico without talking about what is commonly known as "Operation Bootstrap". In brief, this plan was initiated to bring industrial branch plants to the island or to establish new ones there, and thus use the low-cost labour. Incentives offered include government assistance in setting up industries, generous tax concessions (both corporate and personal), and a tax-free initial



(Left) One of Puerto Rico's busy industries is this cement plant at Guaynabo. Establishment of new factories and the building of three hotels now going forward keeps up the demand for cement and for other building materials.

period. This operation has been highly successful. At June 30, 1961, the cumulative total of government-sponsored plants reached 670, employing some 50,000 workers, an increase of 74 from the preceding year.

The island has another source of income in its busy tourist trade. It

1 per cent to \$930 million. The United States continues to dominate the trade because of the close ties between the two countries and the absence of customs duties. The adverse trade balance is, of course, more than offset by earnings from the tourist trade, federal payments, and capital coming into the island.

TABLE I
CANADA'S EXPORTS TO PUERTO RICO

	1959	1960	1961 Jan.-Nov.
	(in Canadian dollars)		
Potatoes, except seed, n.o.p.	173,972	1,000	48,346
Malt	491,834	482,155	419,541
Pollock, dried salted	420,802	481,075	346,168
Cod, salted	2,271,469	3,114,919	3,163,199
Haddock, pollock, etc., frozen	25,517	13,557	14,979
Lumber	3,390,460	3,844,154	3,723,530
Newsprint	1,524,610	1,079,470	1,307,496
Passenger autos	358,115	486,324	203,119
Copper rods, strips, sheets	117,693	75,412	88,893
Copper tubing	311,477	469,578	365,300
Electrical apparatus, n.o.p.	264,112	2,113
Whisky	98,117	78,924	51,317
Oats	94,368	126,380	82,731
Cattle	86,105	53,070	105,025
Fire brick and similar shapes	42,250	90,354	78,979
Dog and cat feeds	56,220
Chemical specialties and explosives	77,760
Blooms, billets and slabs, steel	697,176
Aluminum pigs, ingots, slabs	627,197
Copper alloy shapes, sections	26,396
Copper alloy pipe and tubing	16,359
Total exports	10,521,559	11,171,852	11,964,430

has about 5,383 hotel rooms available now and three new hotels are being built. In the 1961 season visitors numbered nearly 350,000 and it is estimated that they spent some \$57 million.

Puerto Rico also has large areas devoted to raising sugar cane; in 1961, it produced 1.1 million short tons of sugar but was unable to fill its quota of 1.39 million short tons. Its quota for the first six months of 1962 is 667,780 tons.

Foreign Trade

During the fiscal year ended June 30, 1961, preliminary figures show that Puerto Rico exported goods valued at \$675 million, an increase of 4.5 per cent over the previous year. Imports during this period rose

During the first eleven months of 1961, Canada exported to Puerto Rico goods valued at \$11.9 million compared with \$11.1 million during twelve months of 1960. Fisheries products (mainly dried salt cod from Newfoundland) and construction lumber from British Columbia continue to dominate our trade with the island. Our principal exports during the last three years are shown in Table I. The U.S. tariff applies to all foreign goods imported from abroad and the currency used is the U.S. dollar. There are no import or exchange controls but, like other areas in the Caribbean, this is a price-conscious market. Canadian exporters of raw and semi-processed materials will find good sales opportunities here. ●

Oranges from South Africa

CANADA imports about \$25 million worth of oranges a year. The United States supplies the major share of these imports; however, South Africa contributes significantly to this trade. The following table illustrates South Africa's steadily increasing exports of oranges to Canada (with the exception of 1959).

IMPORTS OF SOUTH AFRICAN ORANGES

	Quantity (cases)*
1956	500
1957	1,100
1958	38,119
1959	17,000
1960	382,662
1961	386,624

*Each case 70 lb. net weight.

It is expected that 500,000 cases of South African oranges will be shipped to Canada this year; in 1961, we were South Africa's seventh largest market for oranges. The Republic's orange crop is expected to rise from approximately 6.8 million cases in 1961 to an impressive 9.4 million cases in 1962.

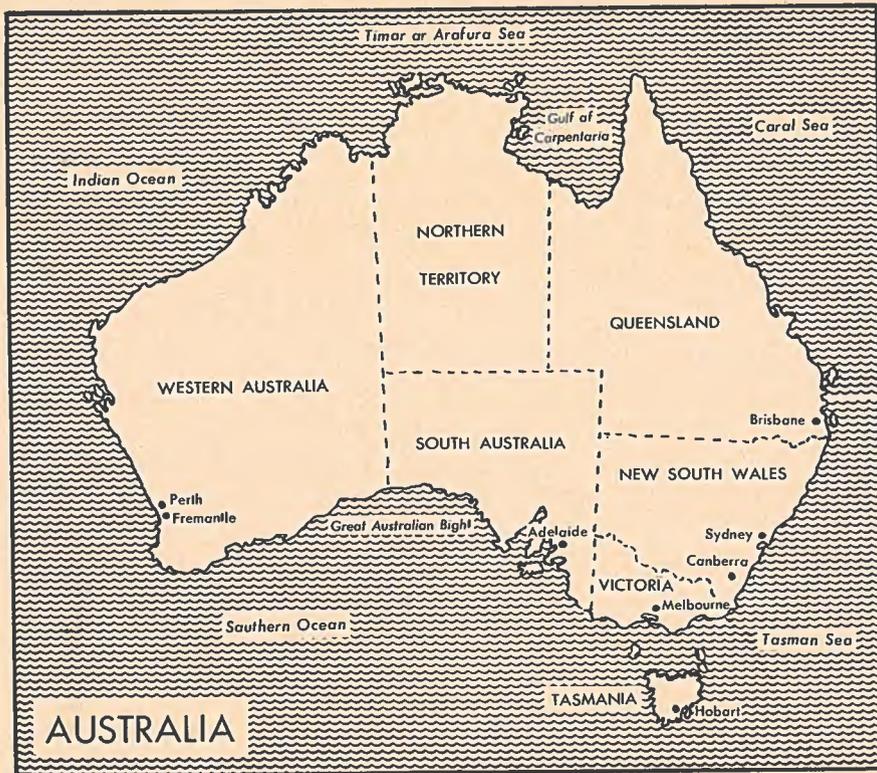
All oranges exported from South Africa must comply with the Citrus Board export regulations which require a minimum TSS (total soluble solids) level of 8.5 per cent and a TSS-to-acid ratio of seven to one for Navels and six to one for Valencias. In addition to these standards for internal quality, external appearance is judged by blemish standards set by the Citrus Board and the oranges graded accordingly. Certain improvements in the standards of quality are planned for this year.

All big inland packing houses have resident government fruit inspectors. Consignments for export are also checked by South African government inspectors at the docks.

On arrival at dockside wrapped and place-packed by hand in wooden cases, the oranges are pre-cooled. Approximately half of 1962 exports to Canada will be carried by two converted vessels of the Christensen Canadian African Line (see *Foreign Trade*, December 30, 1961, page 26) each capable of carrying 50,000 cases in refrigerated space. Each ship will probably make two voyages during the year.

—L. J. TAYLOR,
Assistant Trade Commissioner,
Johannesburg.

The Market in Western Australia



Rich in minerals and with fertile soil, this huge area relies mainly on primary production, but is now building up secondary industry. This expansion may widen the market for Canadian industrial equipment, materials, and engineering knowhow.

H. A. GILBERT, *Commercial Counsellor, Melbourne.*

WESTERN AUSTRALIA, frequently referred to as the "Western Third", has an area of slightly less than one million square miles and occupies one-third of the continent. It has a maximum length of 1,480 miles and a maximum breadth of 1,000 miles. The estimated population in June 1961 was 750,000, concentrated in the southwest of the state, with 52 per cent living in the metropolitan area of Perth, its capital. It has fertile soil and a

rich endowment of natural resources.

Though Western Australia is 2,000 miles from Australia's eastern seaboard, it is 2,000 miles closer to Europe and the developing markets of Asia and Africa and thus offers a strategic location for exporting.

The keynote of the future, however, is expansion of both its industrial and agricultural economy—the former possibly more rapidly

than the latter. With a population that is expected to reach the million mark by 1970, a good proportion of the expected expansion will have taken place by the end of the next decade.

What It Produces

In the past, development has been concentrated mainly in primary production but in recent years some secondary industries have been established. The principal primary products are wool, wheat, meat, milk, cereals, fruits, forest products, vegetables, hay, poultry, eggs, crayfish and other fish. Western Australia has great mineral wealth, with widely scattered mineral deposits. Future geological surveys will probably reveal additional deposits but the principal minerals produced in 1960, in order of value, were:

	A £'000	Tons ('000)
Gold	13,371	855,759*
Coal	2,439	922
Iron ore	1,928	916
Asbestos	1,420	13
Manganese	753	54
Pyrites	367	53
Tin concentrates	169	.3
Lead ore concentrates	119	2.3
Silver	81	193,822*
Talc	69	5.5
Bauxite (value unknown)	27
Mineral beach sand (Ilmenite)	115

*Fine ounces.

In 1959/60 the net value of production in Western Australia totalled A £198.3 million, of which A £111.9 million was the value of primary products. (The corresponding figures for the previous year were A £178.9 million and A £100.0 million.) In 1958/59 there were 4,125 factories in Western Australia and the figure rose to 4,279 in 1959/60. Table I gives statistics on factory output for the year 1959/60.

Western Australia has an export surplus with overseas countries but an import surplus with the eastern states of Australia. For the year ended June 30, 1961, the value of Western Australia's imports from overseas and from other Australian states totalled A£177.0 million. Exports from the state totalled A£205.0 million and it thus had a favourable trade balance of A£28.0 million, compared with an unfavourable balance of A£10.5 million in the previous year.

Overseas exports totalled A£159.8 million and overseas imports A£55.3 million, resulting in a favourable balance on overseas trade of A£104.5 million. On the other hand, interstate exports reached only A£45.2 million and interstate imports A£121.7 million.

Exports consisted mainly of primary products—wool, wheat, flour, meat, dairy products, fruit, timber and gold. Other exports included petroleum oils and spirits and some manufactured goods, such as general machinery, farm appliances, kitchenware and wearing apparel. Imports by the state consisted largely of crude petroleum, machines and machinery, metals and metal manufactures, textiles, foodstuffs, motor vehicles, chemicals and tobacco.

Table II gives the total external trade of Western Australia for the years ended June 30, 1959, 1960 and 1961.

Western Australian imports from Canada for the year ended June 30, 1961, totalled A£906,000 and consisted of the products listed in Table III. (The table includes only direct shipments to Western Australia and not Canadian goods that may have been imported from Eastern Australia.)

Western Australian exports to Canada for the year ended June 30, 1961, amounted to A£563,000 and were made up as shown in Table IV.

How Industry Is Expanding

The fact that £123 million worth of goods were imported in

TABLE I
WESTERN AUSTRALIAN PRODUCTION
1959-60

	(A £'000,000)
Value of output	215.6
Number of factories—4,279	
Net production*	
Engineering and industrial metals	27.7
Chemicals, dyes, explosives, paints, oils and grease	14.5
Food, drink and tobacco	12.2
Woodworking and basketware	8.3
Clothing and textiles	4.7
Stationery, printing and bookbinding	4.9
Bricks, pottery and glass	2.4
Furniture	1.9
Other	9.9
Total net production	86.4

*"Net production" is the value added by manufacture and is the sum available for payment of wages, rent, interest and other management expenses and for manufacturer's own income.

TABLE II
WESTERN AUSTRALIA'S EXTERNAL TRADE

	Overseas	Interstate (A £'000)	Total
Imports (fiscal year)			
1959	44,986	101,215	146,201
1960	46,181	123,348	169,529
1961	55,265	121,767	177,032
Exports* (fiscal year)			
1959	91,801	34,692	126,493
1960	120,068	38,930	158,998
1961	159,786	45,231	205,017

*Includes ships' stores.

1960 from the eastern states indicates that there are good opportunities for expanded local production. Western Australia's industrial capacity has grown rapidly during the past 15 years; in fact, the rate of growth of secondary industry was more than one-third larger than for Australia as a whole. In 1947/48, Western Australian factories were responsible for 25 per cent of the state's total net production; twelve years later, the figure was 44 per cent.

The first major heavy industrial development was the completion in 1955 of a £40 million petroleum refinery for British Petroleum Pty.

TABLE III
WESTERN AUSTRALIA'S IMPORTS
FROM CANADA, 1960-61

Description	Quantity	Value (£)
Sausage casings	12,000 bundles	12,000
Salmon, canned	28,000 lb.	8,000
Sardines, canned	305,000 lb.	39,000
Asbestos crysolite	3,000 tons	10,000
Electroplating anodes of nickel	20 cwt.	966
Motor vehicle components	128,000
Motor vehicle parts, n.e.i.	19,000
Crawler tractors 10-45 h.p.	16	30,000
Bookkeeping machines	2	3,000
Chain-saw units	50	4,000
Ground ball and roller bearings	9,000
Softwood, hemlock	65,000 super ft.	2,000
Unglazed newsprint in rolls	6,000 tons	425,000
Transparent cellulose paper	18,000 lb.	6,000
Other	210,000
Total	906,000

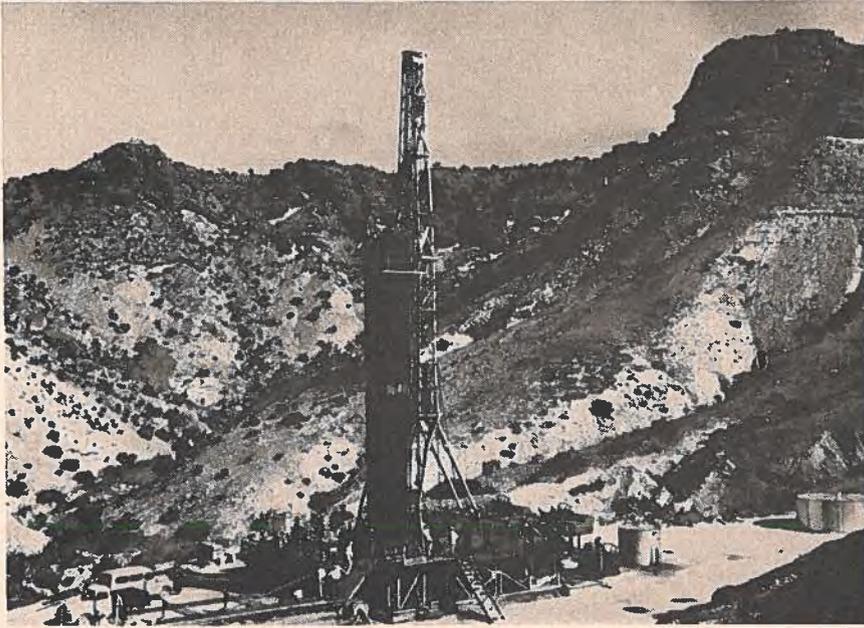
TABLE IV
WESTERN AUSTRALIAN EXPORTS
TO CANADA, 1960-61

Description	Quantity	Value (£)
Frozen beef	112,000 lb.	11,000
Lamb	726,000 lb.	63,000
Mutton	743,000 lb.	77,000
Sausage casings	24,000 bundles	13,000
Sultanas	70,000 lb.	4,000
Currants	454,000 lb.	28,000
Wool, washed and scoured	303,000
Other	63,000
Total	563,000

Ltd. at Kwinana, on the coast a few miles south of Perth. This company is now adding a £7 million lubricating-oil refinery with an annual capacity of 100,000 tons.

Other overseas and industrial investors have demonstrated their confidence in the industrial potential of the state. Projects that are under way or committed for the near future include the following:

● *Integrated Steel Mill*—Broken Hill Proprietary Limited has undertaken to set up an integrated steel



Western Australia has to import large quantities of crude petroleum but hopes eventually to bring in enough producing wells to take care of its needs. This drilling rig is at work on a property in the state, where only traces of oil have been found.

mill at Kwinana, with a blast-furnace capacity of 450,000 tons of pig iron a year. This is to be followed within ten years by a steel-making plant and additional rolling-mill facilities to produce 330,000 tons of finished steel products. The company has been granted a lease of the high-grade Koolyanobbing ore deposits, 280 miles to the east of Perth and 33 miles north of Southern Cross, which lies on the Perth-Kalgoorlie railroad.

● *Conversion to Standard Gauge*—This project is closely associated with the Federal and State Governments' agreement to convert this railroad to standard gauge, thus providing a 4-foot, 8½-inch rail link between Kalgoorlie, Perth and Kwinana. On completion of this conversion (projected for no later than 1968) there will be a standard-gauge railroad from Perth to the capital cities on the eastern seaboard.

● *Titanium Oxide Plant*—Laporte Industries Limited is establishing a £4 million plant at Bunbury to produce titanium oxide from the

extensive deposits of ilmenite in the region.

● *Alumina Refinery*—Western Aluminium N.L., an associate of the Aluminum Company of America, is building a £10 million alumina refinery at Kwinana, processing bauxite from the ranges to the south and east of Perth. Annual production is expected to exceed 200,000 tons.

● *Paper Mill*—Australian Paper Manufacturers Limited has announced plans to build a £4 million paper mill at Spearwood, between Perth and Kwinana. Annual production is expected to reach £2 million.

There are many other enterprises, though possibly not as large as the foregoing, "on the books" that together will involve private investment of many millions of pounds. The State Government, for its part, is undertaking a wide range of development works. Among them is the draining of the Ord River, in semi-tropical Kimberley 1,200 miles northeast of Perth, to irrigate extensive areas of fertile river flats.

Another State Government project that is to be started early this year is the 120-megawatt power station at Collie. This will be situated next to the Muja open-cast coal seam and will be linked with the State's electricity grid.

Western Australia's expanding agriculture, as it grows, will require large quantities of nitrogen. At present, nitrogen for agricultural use is largely supplied by the growing of legumes like clover but these are not adequate for intensive culture. The Collie power station, right on the coalfield, could supply all the raw materials required for making synthetic ammonia for nitrogen fertilizer that calls for only coal, water and air. Petrochemicals offer another opportunity for capital investment. This would be following the precedent of the Altona plant near the Vacuum Oil refinery in the state of Victoria.

Approaching the Market

Over and above the export commodities already mentioned in the early part of this report as moving into the Western Australian market from Canada, there seem to be market possibilities for goods required for industrial expansion. The addition to the oil refinery at Kwinana, B.H.P.'s integrated steel mill, the aluminum refinery at Kwinana, the conversion of the Perth-Kalgoorlie railroad, and the various other projects either started or to be started in the near future offer market possibilities for capital equipment, engineering equipment and knowhow. And because industrial activity itself creates demand, the consumer goods market should also increase.

Canadian companies interested in selling to Western Australia should consider the appointment of a reputable agent who could look after their interests and at the same time act as a listening-post for opportunities suited to their export capabilities. A first-hand examination of the market should not be ruled out, particularly if a resident agent recommends it. ●



Jeanny Bick shakes hands with the Prime Minister of Nigeria, Allhaji the Rt. Hon. Sir Abubakar Balewa, P.C., K.B.E., who is making the rounds at the opening of the Canadian Trade Fair in Lagos. Beside her is her husband, Walter Bick, and at the P.M.'s left T. Le M. Carter, the Canadian High Commissioner to Nigeria.

Fairs and Footwork: an Export Formula

The West Indies, Britain, Sweden, Ghana, Nigeria—a ten-year-old Canadian firm is selling pickles in all these countries. What's the technique? Walter Bick, the moving spirit, supplies the answer.

O. MARY HILL, *Editor, "Foreign Trade"*.

"Why do you feed pickles to babies?" asked a curious Nigerian, edging up to the booth and eyeing a bottle labelled 'Baby Dills'.

"Why do you grind up dog's meat and put it into bottles?" said another, looking at a bottle marked 'Hot Dog Relish'.

"Are pickles nourishing?" asked a third.

Answering questions like these doesn't faze Jeanny or Walter Bick, of Knoll View Farms, Scarborough, makers of Bick's Pickles. They are old hands at exhibiting at trade fairs and handling inquiries, though the Canadian Trade Fair at Lagos, Nigeria, last February was their first venture into selling in an African country. "But," says Walter Bick, "a live-wire salesman can sell pickles to people who have never eaten them before"—and he can prove his point. Already the first repeat orders from Nigeria have reached Scarborough by cable.

The Bicks came to Canada from Holland in 1939 and began farming 117 acres near Toronto. In the fall of 1944 they found themselves with several fields of cucumbers they couldn't sell. They pickled these as dills in barrels, sold them to the restaurant trade, and kept on doing this for several years. In 1951 they decided to put up in glass bottles fresh pasteurized pickles (no preservatives added) made from Amsterdam recipes—and to go after Canadian customers in earnest. That year they sold 4,500 cases of two types of pickles. Gradually they added to their line and today turn out 33 different varieties of pickles and relishes, produce 100,000 bottles a day in the summer season, and employ at peak 176 people.

Journey to Jamaica

At first their sights were trained entirely on the Canadian market, though the occasional order came to them from the West Indies. Early in 1959, the Department of Trade and Commerce staged a Canadian Trade Fair in Jamaica and Trinidad. One

of the Department's Commodity Officers persuaded Walter Bick to reserve space in these fairs and prospect for West Indian business. "I know pickles," he told Bick, "and I'm sure you can do a good business in the West Indies."

Mr. and Mrs. Bick—she plays an important part in her husband's business—went down to Kingston, Jamaica, put on a big display with lots of colour in it, aroused interest in their products, secured a good agent, and made sales. When Walter had to get back to Scarborough after the Kingston fair ended, his wife took the display on to Port-of-Spain, Trinidad, for the Canadian Trade Fair there. They've been selling pickles in the West Indies ever since and also in Surinam (through a man who saw the Trinidad exhibit) and in British Guiana. (Mrs. Bick made an arrangement with an agent there during her stay in Port-of-Spain.) Their main customers are West Indians with better-than-average incomes, Europeans living there, and the hotel trade; the best sellers are mustard pickles and hot dog relish.

Beginning in Britain

Some months after the West Indian fairs came the scrapping of restrictions on most imports into Britain from dollar countries. To help exporters compete in this reopened market, the Department of Trade and Commerce assembled a big composite display for London's Ideal Home Exhibition in March 1960. Walter Bick became one of the exhibitors, anxious to try his luck in the much more sophisticated British market. This time Alfred J. Turner, vice-president in charge of production, went across. (Mr. Turner, a native of London who came to Canada eight years ago and joined Bick's Pickles, was the logical choice for this important assignment.)

The Ideal Home is not a samples fair; exhibitors are allowed to sell to visitors off the stand. The Bicks sent over what they thought were adequate supplies of their whole range of pickles—and Mr. Turner



At the British Food Fair in London in September 1960, a representative of the younger generation of Bicks took over. On the right is daughter Catherene, now a university student, who quickly displayed her inherited talent for selling.

prepared to induce fair-goers to step up, taste, and buy. In three days they were completely sold out and he was cabling frantically for more stock. For a short time Walter Bick sent fresh supplies by air, but after two weeks (the Ideal Home Show runs for three) he gave up. In addition to selling out, Bick's learned much about British tastes and has since made some concessions to these tastes—an important factor in export marketing. For example, the English are accustomed to sour pickles and some of Bick's products were too sweet for them; they also like more cauliflower in mixed pickles and buy smaller-sized jars than the Canadian housewife does. Nowadays the firm has a smart and specially designed label for the British trade, with the words "Product of Canada" a prominent part of the design.

Expanding in Britain

In September of that year, Bick's entered the British Food Fair and sold a complete range of their production directly to the trade. This time Turner applied the lessons

learned at the Ideal Home Show and the results were even better. Neither Mr. or Mrs. Bick attended this fair but daughter Catherene, now a student at Carleton University, represented the family and did a fine selling job, according to reports. With its British agent, the firm exhibited at the Ideal Home Show again in 1961 and 1962—this year the agent took complete charge of the display, which included 1,000 cases of pickles plus big display barrels.

Sales in the London area, the first objective, are well established now and output at the Scarborough plant justifies further expansion. To reach new customers, Bick took three booths at Scotland's Food Exhibition in Glasgow in April and sent over a Scottish member of the staff. On her return to Canada a few days ago, she reported great success using the tried-and-tested technique of selling only to people who have actually sampled the product. At the time this article goes to press, Jeanny and Walter Bick are over in Manchester at the Grocers' and Allied Trades Exhibition, looking

after their three booths there and introducing their pickles in this thickly populated area. The firm now has subagents in seven English cities and also in Scotland, South Wales, and Northern Ireland.

Footwork Follows

Though he is ready at the drop of a hat to become enthusiastic about trade fairs as a way of getting into a foreign market, Walter Bick insists that they must be followed by footwork. By this he means "store work"—making personal calls on the owner of a store or the manager of a co-operative or a multiple. But before he begins his peregrinations, he selects a competent agent and the two make the rounds together. In fact, he tries to secure an agent before he enters a trade fair, so that the agent's name can be prominently featured on the display. To look after his sales in Britain he has chosen two young men, Dennis and Richard Jenks, of the firm of D. A. Jenks & Co. Ltd. He has impressed upon them the importance of this personal canvassing for sales; last November he spent two weeks doing the rounds of stores with them and visiting both present and potential customers. "Our object," says Dennis Jenks, "is to get our pickles on the shelves in retail stores. We are already in two-thirds of the London and home counties multiples and are getting increasing co-operation, support and inquiries from the wholesale trade."

The competition in Britain is brisk, but the preferential tariff helps Bick's to make headway against foreign suppliers. Their pickles cost more than English brands, however, and the store manager and his customers have to be convinced that they are worth the extra money.

Promotion Pays

Footwork has not only paid off for Walter Bick in Britain—it has helped him to consolidate and expand his sales in the West Indies. He has returned to the West Indies every year since he first exhibited

there and has called on the trade. As a result, he now sells his pickles even on the small island of Montserrat and in Surinam. He has learned that in many places a good agent tries to carry too many lines and has to be encouraged to go on plugging a product. Personal visits keep the agent on his toes and the customers happy; they also bring in new business. Last fall, after finishing his business in Britain, Mr. Bick visited Sweden, Denmark, France and Holland. The day that I interviewed him, late in February, he had received his first trial order from Sweden. It came from Arvid Nordquist in Stockholm, one of the most exclusive grocery houses in Europe. Recently he revisited Denmark and concluded distribution arrangements. Prospects are not as good in France and Holland where, he says, a lot of work will be needed to persuade people to try other types of pickles than sour gherkins, sour onions, and sour mixed pickles. He customarily quotes c.i.f. prices in the currency of the country.

When it comes to other promotion techniques in addition to personal visits, Walter Bick does not find it worthwhile to spend much on the usual forms of advertising, with the exception of point-of-sale advertising. He does almost no newspaper advertising in Britain but in April began a series of advertisements in magazines going to the trade. These will run through the summer. He does supply grocers with display material, including shelf labels, "New from Canada", and the agents run sales contests with appropriate prizes. White panel trucks are used to deliver the pickles in England, with *Bick's Canadian Pickles and Relishes* prominently painted on the sides. On top of the trucks the Jenks have put other signs—*Hot Dog Relish for Cool Cats* or *Cu-Bits for Squares*. Walter Bick's sales credo, however, emphasizes two things above all—a good product, and people who will devote time and effort to servicing the customer.

This year Bick's Pickles is celebrating its tenth anniversary, an appropriate time to invade a new continent, Africa, and introduce a product unknown to Nigerians and Ghanaians. "The Nigerians couldn't believe that Bick was actually the name of a man and wife who made and sold their own pickles," says Walter—going on to add that hard selling brought orders in this virgin market. The display in Ghana, looked after by an agent obtained through the Trade Commissioner, also paid off.

Where next? possibly Hong Kong and Malaya, which already have samples of the Bick's line. One thing is certain: this bustling Scarborough business has only begun to cultivate export markets.

Shipping to Afghanistan

CANADIAN trade with Afghanistan, Pakistan's geographical neighbour, is covered by the Karachi office. Exporters should be aware that Afghanistan broke off diplomatic relations with Pakistan on September 6, 1961. Since that time, goods imported by Afghanistan and in transit through Pakistan have been piling up in warehouses in Karachi, the former chief port of entry, and at border points. The only items cleared since the cutting of diplomatic ties have been United States and West German aid goods.

In the interim, Afghanistan has signed transit agreements with its other neighbours, the Soviet Union and Iran, to enable imports to reach it. Goods shipped via the Soviet Union are carried by rail across the U.S.S.R., by barge up the Amu (Oxus) River, and from there by truck to Kabul and other centres. Goods consigned via Iran are landed at an Iranian port at the head of the Persian Gulf, railed across Iran, and carried by truck over a circuitous route in Afghanistan to Kabul.

So far, few details of these transit agreements are known. Information received by the Karachi office suggests that the extra costs and losses involved in making the several necessary transshipments under the new transport arrangements, in comparison with the more direct and proven route via Karachi, have still to be ascertained. The adverse effects on the Afghan economy may be considerable.

TRANSPORTATION NOTES

Australia

STANDARD GAUGE—The inauguration of the standard-gauge passenger service linking Sydney, New South Wales, and Melbourne, Victoria, is an important milestone in Australia's railway history. The new service overcomes an artificial barrier between the two states because of varying rail gauges. Until April 1962, all rail passengers travelling between Sydney and Melbourne have had to change trains at the border city of Albury. Now the 595-mile journey can be made in 13 hours, day or night, in up-to-date, specially built rail cars. Work on the uniform gauge between Albury and Melbourne began in November 1957 and has cost A £12 million.

Freight can now be shipped from Brisbane, Queensland, (a uniform gauge between Brisbane and Grafton, N.S.W., was completed as far back as 1930), to Melbourne via New South Wales without time-wasting and costly double handling en route—Sydney.

Belgium

AIR FERRY—One of Belgium's important transport links is the air ferry service operating across the North Sea between airports in southeast England and the Middelkerk-Ostend airport on the Belgian coast. This service, operated by independent British airlines, is designed to provide rapid crossings for passengers, automobiles and freight. The air-ferry system is becoming increasingly popular both with tourists and commercial shippers; traffic in 1961 was substantially higher than in 1960. Figures for the Ostend-Middelkerk airport show that the number of flights increased by 22.4 per cent, number of passengers 40.7 per cent, metric tons of freight 41.8 per cent and vehicles 16.3 per cent.

To cope with this increasing business, the Belgian Government is enlarging and modernizing the Ostend airport. A 7,200-foot runway is being built and new handling facilities now under construction will permit the movement of up to 20 aircraft every hour. At the same time, the Channel Air Bridge-Silver City Line is modernizing its equipment with *Carvair* aircraft, which are specially modified DC-4's able to carry five automobiles and 22 passengers—Brussels.

Brazil

SHIPPING LINE TO AUSTRALIA—The Australia South America Line inaugurated in April a regular shipping service from Australia that will touch at Brazilian, Uruguayan and Argentine ports for the purpose of increasing trade with these countries. The company will receive financial support from the Australian Government and will organize exhibitions of

Australian products in Rio de Janeiro, Montevideo and Buenos Aires—Rio de Janeiro.

Canada

NEW SERVICE TO CARIBBEAN AND BRAZIL—March Shipping Agency Limited recently announced the inauguration of a new shipping service from Eastern Canada to Barbados, Trinidad and British Guiana and to the northern Brazilian ports of Belem, Salvador, Recife, Tutoya and Fortaleza. Cargo is accepted for other ports in the Amazon area with transshipment at Belem, where the shipowners maintain their own organization for service out of the United States and from Europe. The joint service will be provided by the Booth Line and the Lamport and Holt Line.

The vessels to be employed in the trade were all built within the last two years and have 20,000 cubic feet of refrigerated space, 15,000 cubic feet of tank space for liquid bulk cargoes, and capacity for 2,000 tons of general cargo. They operate at a service speed of 16 knots.

Firms can obtain additional information on the shipping service by writing to the March Shipping Agency Limited in either Montreal, Toronto or Hamilton, or F. K. Warren Limited in Halifax—Ottawa.

Ghana

PORT OF TEMA—The American West African Freight Conference recently announced that, effective with sailings from Canadian and United States ports in April, its member lines discharge cargo destined for Ghana at the port of Tema, rather than at Accra.

Changing of the Ghana port of call follows by approximately two months the official opening of the port of Tema. Tema, now one of the world's largest artificial harbours, was a few years ago only a small fishing village some 18 miles east of Accra. Construction of the port began in 1954; the first deep-water ships entered the partially built harbour in July 1958.

The main harbour covers an area of some 430 acres of water and has been planned to handle an annual trade of one million tons of cargo at its present stage of development. There are ten berths with 6,000 feet of dock space for ocean-going vessels, a special oil berth, and facilities for shipbuilding and ship repairs. With modern shore installations, including railway sidings, marshalling yards, warehouses and open storage space, Tema is capable of meeting the needs of Ghanaian industry and commerce.

Italy

NEW DRYDOCK AT GENOA—On October 31, 1961, a new drydock with a displacement of 139,510

Assistant T

metric tons was towed and pushed by five tugboats across the port and moored near Genoa's four other drydocks. The operation took four hours. It will be ready for use in the spring of 1963.

The new drydock, built of precompressed reinforced concrete, is approximately 780 feet long, 175 feet wide, and 70 feet high. It will be equipped with three cranes, two with a capacity of seven tons and one of 30 tons, and will contain all the equipment required for its operation, including a plant that can empty the tank in two-and-a-half hours. Construction of this modern drydock required a total of 56,000 cubic metres of concrete and 900,000 tons of iron—and the solution of many technical and engineering problems—Rome.

Switzerland

CIVIL AIR SERVICE—During 1961 aircraft movements on regular service to and from the four Swiss civil airports averaged 227 per day, compared with 211 in 1960. Swissair's share of direct traffic between Swiss and foreign airports was 54 per cent for passengers, 61 for general freight and 55 for postal freight. The total number of passengers carried by Swissair on all services rose by 154,000 to 1,439,918; total freight carried, at 26,000 tons, was about the same as in 1960. Thirty-six foreign air companies were operating regular services to or through Swiss airports. In addition, nine foreign companies (eight British and one Swedish) were authorized to operate seasonal services—Berne.

United States

LUMBER SHIPMENTS VIA MISSISSIPPI—Greenville, Mississippi, may become a shipping center for 1½ million board feet of lumber a month, according to Mississippi River officials. The first shipment of finished lumber to be sent to the river in 50 years was loaded on barges at the Greenville Port Terminal last December—750,000 board feet of southern pine bound for Chicago. Col. Milton P. Barschdorf, port director, said that lumber producers will bring their shipments to Greenville, which will be the point of purchase and shipment—New Orleans.

FOREIGN TRADE SUBZONE IN NEW ORLEANS

—The port of New Orleans will have a new foreign trade subzone consisting entirely of cold storage and refrigeration facilities, the first of its kind in the United States. The grant for this facility was issued to the board of commissioners of the port by Secretary of Commerce Luther H. Hodges, acting in his capacity as Chairman of the Foreign Trade Zones Board.

The foreign trade zone in New Orleans has been operated successfully since 1947 and is the second oldest in the country. The new subzone is an extension of present facilities and will be used for storing and handling perishable imports and exports—New Orleans.

THE 1961-62 group of Assistant Trade Commissioners are completing the last weeks of their training with the Department in Ottawa; by autumn most of them will have arrived at their first posts. The twelve young men, representing six Canadian provinces (Nova Scotia, Quebec, Ontario, Manitoba, Saskatchewan and



Michael R. Bell

Born: Montreal, Quebec.

Educated: Queen's University, B.Comm. (Economics) 1961.

Posting: Oslo, Norway, as Assistant Commercial Secretary.



Edward L. Bobinski

Born: Montreal, Quebec.

Educated: Royal Military College, B.A. 1954; McGill University, B.A. (History Honours) 1956.

Posting: London, England, as Assistant Commercial Secretary.



Douglas H. M. Branion

Born: Guelph, Ontario.

Educated: University of Toronto, B.A. Sc. 1959.

Posting: Stockholm, Sweden, as Assistant Commercial Secretary.



Clive A. Carruthers

Born: Sault Ste. Marie, Ontario.

Educated: McMaster University, B.A. (Geology) 1959.

Posting: Wellington, New Zealand, as Assistant Commercial Secretary.

e Commissioners Posted Abroad

Alberta), will have spent thirteen months learning the work of the Department of Trade and Commerce at home and abroad, and familiarizing themselves with the functions of other government departments and agencies. The training period includes two tours of industry across the country. The group covered eastern

Canada from September 17 to October 30, 1961, visiting plants and firms in Newfoundland, the Maritimes, Quebec, and the St. Lawrence Valley and upper Lake Ontario regions. They begin the western lap of their tour on May 22 in Toronto and complete it with a one-day visit to the Seattle World's Fair on July 14.



Richard H. M. Cathcart
Born: Montreal, Quebec.
Educated: Loyola College, B.Comm. (Economics) 1961.
Posting: Kingston, Jamaica, as Assistant Trade Commissioner.



Claude Renaud
Born: Quebec City, Quebec.
Educated: College Jesuites, B.A. 1957; Laval University, B.Soc.Sc. 1959, M.Ec. 1961.
Posting: Bonn, West Germany, as Assistant Commercial Secretary.



Norman R. Gish
Born: Eckville, Alberta.
Educated: University of Alberta, B.A. 1957; University of British Columbia, LL.B. 1960.
Posting: Hong Kong, as Assistant Trade Commissioner.



Carl E. Rufelds
Born: Winnipeg, Manitoba.
Educated: University of Manitoba, B.Sc. (Mech. Eng.) 1955.
Posting: Beirut, Lebanon, as Assistant Commercial Secretary.



Robert G. Godson
Born: Amherst, Nova Scotia.
Educated: University of Toronto, B.A. 1954; University of Toronto Law School, LL.B. 1957.
Posting: Cape Town, South Africa, as Assistant Trade Commissioner.



Claude J. St. Pierre
Born: Rimouski, Quebec.
Educated: Laval University, B.Comm. 1955.
Posting: Port-of-Spain, Trinidad, as Assistant Commercial Secretary.



David S. McCracken
Born: Medicine Hat, Alberta.
Educated: United College of the University of Manitoba, B.A. (Economics) 1960.
Posting: Singapore, as Assistant Trade Commissioner.



John H. Suggitt
Born: Saskatoon, Saskatchewan.
Educated: University of Saskatchewan, B.Comm. 1961.
Posting: New Delhi, India, as Assistant Commercial Secretary.

What's current in commodities?

Markets for Household Chemicals

PRODUCTION of consumer-type chemicals is well developed in Canada. These chemical products used in households and institutions include soaps and detergents, waxes and polishes, sanitary chemicals, and household sundries such as deodorants, disinfectants, insecticides, bleaches and adhesives. Output from over 200 companies in this sector of the chemical industry was worth more than \$180 million in 1960.

It is only natural that many among this large number of producers are interested in expanding their sales by developing foreign trade. Canadian producers include many well-established firms fully conversant with domestic commerce and in a good position to undertake export sales. In general, the products of these firms are quite competitively priced but exporting them means coping with the problems of winter shipping and the weight of the finished product and package.

Central America and the Caribbean offer a nearby market and an interesting opportunity to Canadian firms. A large number of countries are exporting to this area and although each has a dominant supplier of the various household chemicals, the source varies with the country and product. Another encouraging aspect for Canadian producers is the parallel that exists between the products demanded by the Canadian housewife and those that women in Latin America want. In general, the products, packaging and marketing requirements bear strong similarities to Canadian trade experience.

The Department has requested reports from our offices in this area to obtain market information for the large number of Canadian producers of these chemicals. These reports provide details on the current level of consumption and present sources of imports, plus general marketing

information. The area offers a challenge to those who are prepared to make an effort to develop export sales. In addition to selling in this area through agents, there may be opportunities for entering into licensing arrangements or for setting up local packaging facilities.

Firms in a position to investigate this opportunity and who wish

further assistance should get in touch either with the Chemicals Division of the Department of Trade and Commerce in Ottawa or with the Trade Commissioner in the specific country. Companies which write directly to the Trade Commissioner will find it useful to keep the Department in Ottawa advised of their interest in particular areas.

Jamaica—All insecticides, adhesives, disinfectants, waxes and detergents imported, and market is highly competitive; imports of soaps, detergents and some other chemicals subject to quota.

C. G. BULLIS, *Assistant Trade Commissioner, Kingston.*

THE rapid expansion in the industrial field during the past few years has had far-reaching effects on the Jamaican economy. The first, of course, was a rise in wages and employment. This naturally increased purchasing power and imports of all household products, both durable and non-durable, rose sharply. At the same time, several housing schemes in the low and medium-priced brackets were undertaken and this too helped to strengthen the demand for household chemicals.

This rapid expansion led almost inevitably to the second phase—the local manufacture of consumer products that were used in sufficient quantities to make the erection of a plant economically feasible. Because Jamaican government officials have for some time been pledged to a policy of granting protection and tax incentives to new industries, the growing prosperity that originally created the larger market for imports has now tended to restrict them in favour of locally produced products.

While this trend is continuing and no doubt will continue at an accelerated rate, it has not been uniform

in all fields. Moreover, the improved financial position of the majority of the people has created interesting new markets that Canadian firms should explore carefully.

The following paragraphs give information about the demand for several types of household and commercial chemicals.

Waxes and Polishes

Imports of waxes increased sharply in 1960 and 1961 and this trend is expected to continue.

One of the peculiarities of the market is the fact that little wood is used in building houses. Termite infestation is a problem and local contractors and home-owners have turned almost exclusively to concrete. Window frames are normally of wrought iron and floors are glazed cement tile, terrazzo or plastic tile; these floors are easy to maintain and keep a high gloss. For cement tile, very little wax is required because the tiles themselves have a high polish that increases with frequent buffing.

Paste wax is used almost exclusively, though liquid wax for furniture is becoming popular. Extensive

advertising campaigns are common and anyone hoping to introduce a new brand must undertake some sort of promotion. Major U.S. and English brands of floor wax are being sold for 4/6 (62 cents Can.) a pound, although cheap yellow wax is being advertised for 2/2 a pound (30 cents). Coloured wax is popular though it does not command a premium price.

A window wax in a small "C" size bottle (approximately 6 ounces) sells for 1/11 (25 cents); metal polishes in 6-ounce containers retail at 2/1 (29 cents). Most of the well known North American and British brands are readily available.

Auto waxes are sold extensively in service stations, with well known and internationally advertised brands predominating. Paste wax has been the most popular, retailing for 6/- per tin (84 cents). Liquid wax is increasing in popularity, however, and sells regularly for 10/6 (\$1.46) for a one-quart tin.

Insecticides

The market for insecticides increased in 1961 although sales remained relatively stable in value. No insecticides are produced in Jamaica and all supplies must be imported; the U.S. and Britain are the two leading sources, in that order. Unfortunately sales figures are not broken down between commercial and domestic use, though it is safe to assume that imports for commercial purposes are the major ones.

For domestic use, both aerosol and regular spray dispensers are available at all grocery stores. Although prices vary somewhat between brands, a 10-ounce can of aerosol insect spray normally retails for approximately 10/- (\$1.40), and regular spray dispensers cost 6/- (84 cents) for a tin containing one U.S. quart.

A multitude of brands are on the market and advertising is important to establish a new product. It is not as vital, however, in selling commercial insecticides, where price is the determining factor.

Both commercial and domestic insecticides can be imported into the island from all sources free of duty. As a result, Canadian firms have to compete directly with U.S. and British companies.

Adhesives

The market for adhesives continued to expand during 1961, with U.S. firms obtaining most of the increased sales. Although Britain supplied almost 50 per cent of the market in terms of volume, U.S. shipments were greater in value. There is no local production and it is therefore necessary to import all adhesives for both domestic and commercial purposes.

One brand leads all others in the adhesives field and most small furniture manufacturers have become familiar with its properties. Advertising is not too important, although there is no doubt that a promotion program would be necessary to sell a new product. Because the bulk of the imports are for commercial purposes, small sample shipments that the various woodworking and tiling firms could use for testing would probably be necessary to introduce a new brand.

Canadian firms enjoy a 5 per cent margin of preference on adhesives, because the preferential rate of duty is 10 per cent compared with the general rate of 15 per cent that applies to all imports from the United States. This, plus the lower value of the Canadian currency, could well be sufficient to obtain for Canadian suppliers an interesting share of the business.

Soaps and Bleaches

Local factories now supply almost all the soap used in Jamaica. Although detergents are not yet produced here, the import of soap and soap substitutes is restricted by quotas. However, most of the well known internationally advertised brands are made in Jamaica under licence.

During 1961 local production of laundry (bar) soap totalled over 6,100 long tons and toilet soap

1,260 tons. During the same period, only 18 tons of laundry soap and 37 tons of toilet soap were imported. A large portion of the laundry soaps consisted of specialized industrial soaps.

Exactly the reverse is true of detergents. During 1961 a total of 1,350 tons of powdered and liquid detergents were imported; local production was practically nil. One or two firms do import small quantities in bulk for packaging on the island, but they have had only limited success. The demand for detergents has been increasing rapidly and quotas are not nearly sufficient to meet the needs. As a result, most importers use their entire quota for powdered detergents because of the greater demand. Imports of liquid detergents have been estimated at as low as 1 per cent of total detergent sales. Consumption of industrial detergents (all imported) totalled 320 tons during 1961.

Although prices vary somewhat, the following are current retail ones: toilet soap, bath size, 1/½ (15 cents); small size 8½d. (10 cents); laundry soap (6-ounce bar) 6½d. (7 cents); pure soap flakes, 16-ounce package, 3/- (42 cents); detergent powder, 16-ounce size, 2/8 (36 cents); and liquid detergent, 12 fluid ounces, 3/11 (53 cents).

Commonwealth suppliers who are assessed the 20 per cent preferential rate enjoy a 10 per cent margin over all others, who pay the 30 per cent general duty. On hard soap in blocks or slabs, specific rates of 5/6 (76 cents) and 7/4 (\$1.02) apply both for preferential and general duty.

Though there is some local production of bleach, no efforts have been made to obtain protection by applying for quota restrictions. As a result, bleach can be imported freely from all sources.

One factor limiting the sale is the local custom of placing clothes in the sun to "burn". The garment is rubbed with a bar soap, placed in the sun, and sprinkled with water at regular intervals to keep it damp.

While this process is admittedly hard on clothes, it is effective and is still widely used, particularly in the rural areas.

The field is very competitive and there is extensive newspaper advertising. For example, a pint bottle of a local product sells at 2/3 (31 cents) retail; a quart bottle of an imported bleach is 3/3 (45 cents).

Unfortunately bleach does not appear as a separate item in the Jamaican import tariff and because figures on local production are not available, it is impossible to obtain an accurate estimate of total consumption. Because of local custom, the market is relatively small.

Deodorants and Disinfectants

Imports of disinfectants increased in 1961 and it is safe to assume that this trend will continue. Britain was the principal source of supply; Canada and the U.S. also shipped small quantities. Disinfectants are not made locally.

A number of well known, highly advertised disinfectants are being sold at prices ranging from 28 to 70 cents a pint. One costs 50 cents for six ounces.

Deodorants do not appear as a separate item in the Jamaican import statistics and total consumption, though small, is difficult to estimate. A wide range of products are on the market, including aerosols, powders, and block deodorants for use in washrooms. Disinfectants can be imported into the island from all sources free of duty.

Although there are excellent opportunities here for household chemicals, competition from well established U.S. and British brands makes it very difficult to break into the market and products must be advertised to obtain a worthwhile share of business. Spot commercials on radio and at movie theatres are sometimes used, but newspaper advertising is the most popular medium.

Price is by far the most important single consideration, although for commercial chemicals such as adhesives, detergents, etc., a certain

amount of technical assistance is also necessary.

In short, if a firm hopes to introduce a new product into this market, it must be willing to undertake a promotion campaign similar to

one prepared for the Canadian market. ●

If you would like detailed figures on imports into this market, write to the Chemicals Division.

Bermuda—Preferential tariffs and the discount on the dollar should help Canadian producers compete against the major supplier to this market, the United States.

B. I. RANKIN, *Deputy Consul General (Commercial), New York.*

BERMUDA offers a small but lucrative market for producers of household chemicals but Canadian suppliers do not appear prominently in the import statistics. Virtually all Bermuda's requirements of soaps, detergents, insecticides, etc., are imported (see table). Import figures therefore represent approximately the annual consumption except that, in addition to the specific items in the table, there are probably additional household chemicals brought in under the heading of "unclassified" imports into Bermuda. The figures of course include institutional as well as household consumption of these products.

BERMUDA'S IMPORTS OF HOUSEHOLD CHEMICALS, 1960

	(U.S.\$)
Cleaners	155,268
Detergents (dry and liquid)	151,964
Fungicides and insecticides	103,485
Washing soaps	59,637
Toilet soaps	54,345
Disinfectants	27,302
Ammonias and bleaches	20,554

There are no restrictions on imports of these chemicals into Bermuda and the majority would seem to fall under the general schedule of the Bermuda Customs Tariff, with a preferential rate applicable to Canada of 15 per cent ad valorem and a general tariff rate of 17½ per cent ad valorem. For most products the United States is the principal supplier. With the Canadian dollar at a 4 to 6 per cent discount and with a 2½ per cent tariff preference, Canadian manufacturers should be in a competitive position and should be able to obtain a larger share of this market.

Sales to Bermuda can only be made through a recognized resident importer. For consumer goods of this nature, it is usual to grant the importer an advertising allowance. Names of reputable importers may be obtained through the Commercial Division, Canadian Consulate General, 680 Fifth Avenue, New York 19, New York. ●

Cuba—Market for imports has disappeared.

SOAPS, detergents and household chemicals in the forms we know them have disappeared from the household trade in Cuba. Until 1959, Cuban statistics showed mounting soap and chemical imports and growing production from local plants, which used imported materials, such as tallow and detergent bases. The situation has since altered completely and it is

difficult now to foresee any trade in fully manufactured products of this type in the next twelve to eighteen months. Cuba has not sufficient foreign exchange to buy them nor can the small local industry, using imported materials, begin to meet the demand.

—P. A. SAVARD,
Commercial Counsellor, Havana.

Puerto Rico—Importers buy nearly all their supplies from the U.S.; a few other countries, including Canada, ship in soap.

J. C. LEITH, *Assistant Commercial Secretary, Santo Domingo.*

THE Commonwealth of Puerto Rico produces or packages many of its own requirements of household chemicals. As part of the United States customs union, it purchases almost all the remainder from continental United States. Imports of soap are valued at about U.S.\$3½ million a year, of detergents (a fast growing market) at about U.S.\$5 million, and bleaches at approximately U.S.\$100,000. Also imported are over U.S.\$400,000 worth of insecticides and nearly \$300,000 worth of disinfectants. With the exception of soaps, Puerto Rico buys almost exclusively from the United States (see table).

As part of "Operation Bootstrap", the Economic Development Administration of Puerto Rico has promoted the setting up of seven domestic plants producing one or more of the following products—soaps, detergents, sanitary chemicals, and herbicides. There are no figures on the volume of production but from the import statistics it is evident that local production is not fully meeting domestic demand.

IMPORTS OF HOUSEHOLD CHEMICALS, PUERTO RICO

	Fiscal 1959	Fiscal 1960
	(In U.S. dollars)	
Soaps		
Total	3,482,000	3,485,000
Of which:		
United States	3,335,770	3,337,697
France	1,541	1,755
Netherlands	4,814	24,370
Spain	122,837	100,424
Britain	1,392	3,607
West Germany	9,435	17,254
Canada	5,733
Detergents and cleaning compounds		
United States	4,152,295	4,950,852
Bleaching powder (calcium hypochlorite)		
United States	73,831	93,150
Insecticides, household and industrial		
United States	362,245	463,690
Disinfectants, deodorants and germicides, household and industrial		
United States	235,149	296,826

Canadian exporters who contemplate entering the Puerto Rican market must be in a position to compete with both mainland U.S. and local products, neither of which is hampered by a duty; Canadian products are subject to the U.S. customs tariff.

Dominican Republic—Soaps and detergents are leading import, followed by bleaches. United States is major supplier; some local plants now in production.

J. C. LEITH, *Assistant Commercial Secretary, Santo Domingo.*

THE Dominican Republic is a small but interesting market for a number of household chemicals. Imports of packaged and semi-finished soaps and detergents have run over RD \$450,000 (RD\$1.00=U.S.\$1.00) in a normal year such as 1958. Annual imports of bleaches run to RD\$60,000 a year, and household and toilet deodorant imports are worth about RD\$30,000. Figures for other products such as disinfectants and insecticides are not available, but they too are used extensively. Very few waxes are used.

A large U.S. manufacturer of soaps, detergents and toilet articles has set up a local plant that turns out almost all the products that the company sells in the Dominican market. In addition, other local plants produce and/or package bar soap, detergents, abrasive cleansers, and insecticides. The local products vary considerably in quality and price, each meeting a particular demand. Exports are negligible.

By far the largest volume of sales is made by the small retailer to the householder. Because of the relatively low income in the mass market, small packages are in greatest demand. For example, in detergents the largest seller is a box about half

the size of the small Canadian package. A good part of the remainder is sold in tiny polythene bags. Once the tariff is overcome, the Canadian businessman will find the Puerto Rican market similar to the North American one. There are, however, some subtle variations. The consumer has become accustomed to North American-style advertising and is therefore interested in the latest products and packages, but he has an annual per capita income of only \$650. Basically, he prefers a low-priced but modern product in attractive medium-sized packages. ●

the size of the small Canadian package. A good part of the remainder is sold in tiny polythene bags.

A strong soap is generally preferred over other cleansers such as detergents. For other products, such as bleaches and disinfectants, the more effective the product appears to be, the better the sales.

In considering an advertising campaign a Canadian exporter must strike a balance between introducing his product and maintaining a low price. To reach the Dominican con-

IMPORTS OF SOAPS AND DETERGENTS, 1960

	(RD\$)
Common soaps, including detergents	
Total imports	310,496
Of which:	
United States	304,415
West Germany	2,911
Netherlands	1,630
Canada	959
Shampoos and cosmetic soaps	
Total imports	39,198
Of which:	
United States	21,598
Spain	9,289
West Germany	3,226
All other soaps	
Total imports	16,359
Of which:	
United States	11,158
Britain	5,151

sumer, however, surprisingly little advertising is required. Probably the most effective technique is a catchy radio commercial. Cheaper and almost as influential is newspaper advertising. Other methods include slides in movie theatres, television

advertising, sound trucks, handbills, and posters.

In the past few years, few Canadian household chemicals have appeared in the Dominican market. Recently, however, a number of firms have shown an interest; last

year one Canadian company sent the Trade Commissioner some samples of its products. We tested local reaction on a number of importers and located an active commission agent. The company is now enjoying repeat orders. ●

Eastern Caribbean—Demand for household chemicals is strong and so is competition. A good agent, continued promotion, and competitive pricing are essential to obtain business.

R. L. RICHARDSON, *Assistant Commercial Secretary, Port-of-Spain.*

THE housewife in Trinidad probably has as wide a choice of household chemicals in her local store as the Canadian homemaker does. Except for soap, there are no barriers to trade in these commodities in the Eastern Caribbean region. Each of these small islands imports its entire supply of consumer-type chemicals; none produces its own. Manufacturers from many countries sell in the market through local distributors or agents. In fact, suppliers are so numerous that the agent has to compete for space for his products on grocery-store shelves. The storekeeper's response to the approach of an agent with a new brand is often to tell him that the store already has five different brands on its shelves at similar prices and there seems to be no point in adding another.

However, to the Canadian manufacturer seeking export outlets in this area the answer is: "Yes, there is a market here if you can compete." Take floor polishes as an example (although deodorants, disinfectants, detergents, bleaches, etc., would be equally good ones). There are possibly ten competing brands, five of which share 95 per cent of the market. To become one of the five, the Canadian manufacturer must bring his retail price to within five (WI) cents of his major competitor. To start with, his price should not exceed the big sellers, but he must advertise to encourage the housewife to try the product. Any agent for these lines expects his principal to provide funds for

advertising, including newspaper and radio ads, film slides, and special displays with give-aways. If the housewife feels satisfied with her new purchase, the supplier has won a place in the market, though he must continue to advertise. It is also important that the agent secure suitable shelf space in the right stores.

Is the market large enough to justify these efforts? To take Trinidad as an example, imports of insecticides in 1960 totalled slightly more than one million Canadian dollars. Trinidad is admittedly the largest market in the Eastern Caribbean but once the Canadian manufacturer establishes himself in all the British territories, he is competing in a market worth more than two million dollars. Some other consumer chemicals do not sell in such large volume. Imports of disinfectants into Trinidad totalled Can.\$175,000 in 1960, of miscellaneous chemical products almost one million dollars, and of detergents about \$750,000. Imports of waxes and polishes were valued at about \$250,000.

Cleaning Materials

Most of the islands manufacture their own soap and imports are subject to quotas. The importer is allocated a quota based on his previous pattern of imports and must secure a licence for each import. This restriction does not prevent the Canadian manufacturer from entering the trade but it does limit his chances of developing volume sales.

The market for detergents is expanding steadily. Imports totalled over three million pounds in 1960, more than 95 per cent of which came from Britain in cardboard containers of various sizes. These containers are marked small, medium and large but do not state the net weight or volume. Advertising is extremely important; one large supplier recently published a full-page ad in the daily paper. The same firm carried out a door-to-door program giving away a small package of detergent.

At least a dozen brands of powdered and liquid spray cleansers and cleaners find an outlet here. The types and sizes of the containers are the same as those sold in Canada and sales depend on competitive pricing, plus promotion.

Insecticides

The market is divided between agricultural and household needs. The sugar estates buy large quantities of powdered insecticides which they dust on the sugar cane to prevent damage from froghoppers. For the home-owner, the maintenance of lawns, flowers and shrubbery can be a frustrating experience. Numerous insects such as bajack ants and mole crickets can devastate the otherwise attractive surroundings of a residence in the tropics. Most common deterrents include chlordane, aldrin and benzene hexachloride. Inside the home, the housewife may be pestered by cockroaches, ants, mosquitoes or flies. Insecticides for this purpose sometimes contain DDT but the greatest demand is for repellents with a residual effect. To achieve this, insecticides contain one or more of the following chemical compounds

—chlordane, dieldrin, malathion and lindane. The United States supplies most of the market; Hong Kong supplies a coil wick that burns through the night to keep mosquitoes from bedrooms.

Other Chemical Products

About five major suppliers compete in the bleach market, including United States, British and Canadian firms. Types and sizes of containers again resemble those on the market elsewhere, and are made of glass or plastic. Disinfectants and deodorants are in worthwhile demand, although there is competition from many sources and both price and advertising are important.

Hair sprays provide an example of what one Canadian firm has accomplished. The Trade Commissioner received an inquiry from a Canadian firm and subsequently introduced company representatives to a local agent late last year. The agent, armed with samples, introduced the product to Trinidad's largest school of beauty culture and leading beauty salons, including the salon operated in the *Trinidad Hilton* hotel. Orders are now pouring in and the firm is expanding exports to the other territories in the Eastern Caribbean with equal success. The price is right, the product is good, and the Canadian company was willing to support the agent in obtaining initial sales.

Preferential Duties

To some extent, one can generalize about the market for consumer chemical products. Canadian manufacturers enjoy the advantage of preferential duty rates which in most cases provide them with an 11½ per cent margin on the landed cost compared with their non-Commonwealth competitors. The Canadian exporter will find a demand for almost any product manufactured by the chemical industry for household use. It would be wrong to suggest that winning a major share of the market is easy. The large number of foreign suppliers make competition brisk and advertising plays an essential rôle in most sales.

To become established here, the manufacturer should ask the Trade Commissioner for advice in choosing a suitable agent. The agent will probably be able to stock and distribute Canadian products to the

retail stores. For advertising, the best plan is either to use a professional agency in Trinidad (see *Foreign Trade* of January 27, 1962), or to follow the advice of the firm's local representative. ●

Central America—Insecticides and detergents most important of wide range of imports; United States and Germany are the major suppliers, but Britain and Belgium are also active here.

K. D. TAYLOR, *Assistant Commercial Secretary, Guatemala City.*

THE market for household chemicals in Central America and Panama is estimated at about \$20 million a year; the variations in statistics make it difficult to come up with an exact figure. Insecticide imports alone are worth \$12 million a year; the United States supplies most of these, followed by Germany, but Costa Rica, El Salvador, and several European countries are also active in this market. Imports of washing soaps and detergents total more than \$2 million and of toilet and bath soaps (some medicated) over \$1.5 million. More than \$1.5 million worth of fungicides are brought in each year; the U.S. and Germany dominate this market, as they do the market for glues and adhesives (worth \$500,000 a year).

Domestic Production

However, import opportunities for some consumer-type chemicals are slowly narrowing. Plants in Central America now making detergents and soaps are gradually expanding to produce toilet and bath soaps as well. A few of these plants are working under licensing agreements with foreign firms, but the rest use local capital and technical knowledge. Statistics on production are not available, but local factories should have sufficient capacity and an attractive enough product to capture the entire detergent market in Central America in the next few years.

The growing market for insecticides will also soon be supplied in part by local production. A plant

is planned for Nicaragua with a capacity of 2,700 tons of DDT, 8,000 tons of chlorine, and 12,600 tons of other chlorinated insecticides a year.

Size of Market

Nevertheless, there is still an inviting market here for Canadian producers. Imports of chemicals are not restricted and sales do not depend on technical services.

Most consumers still prefer soaps to synthetic detergents, although the detergents are rapidly becoming more popular. Consumers in general like the liquid form of product rather than the paste. Central Americans are price-conscious, although they are often brand-conscious as well. The introduction of a new brand must be accompanied by an intensive promotion campaign. Television and newspaper advertising reach the high- and middle-income groups best and spot radio advertisements the lower-income consumers.

Import statistics for Central America are difficult to obtain. The most recent figures for Guatemala, Honduras and Costa Rica are for 1960, for Nicaragua and Panama 1959, and for El Salvador 1958. Nicaragua imported consumer chemicals worth approximately \$5.9 million (1959), Guatemala \$4.1 million (1960), El Salvador \$3.5 million (1958), Costa Rica \$2.1 million (1960), Honduras \$1.7 million (1960), and Panama \$1.5 million (1959). Further information on these imports follows.

NICARAGUA

NICARAGUA groups together under one entry its imports of insecticides, fungicides, disinfectants, fumigants and deodorizers (see table). These totalled \$4.1 million in 1959. The United States provided 57 per cent, Belgium, Costa Rica, and Germany about 10 per cent each, and the Netherlands 5 per cent. Imports of soaps and detergents (also lumped together) totalled \$988,870. Suppliers were El Salvador 60 per cent, the United States about 30 per cent, and Britain 8 per cent. The United States supplied 95 per cent of the polishes, waxes, pastes, etc., for the cleaning and polishing of leather, wood, metal, glass or other materials. Eighty-two per cent of the toilet preparations, including perfumery, cosmetics, dentifrices, etc., came from the United States and 3 per cent from Britain. Glues and adhesives (excluding solutions or dispersions of rubber) were purchased chiefly from the U.S. (58 per cent) but also from Germany (25 per cent).

GUATEMALA

GUATEMALA'S chief imports of household chemicals in 1960 included insecticides \$2.2 million, and fungicides and disinfectants \$1.3 million. The U.S. dominates the market, providing over 35 per cent of the insecticides (Germany sells a little less than that and El Salvador about 20 per cent), two-thirds of the fungicides and disinfectants (Britain almost one-quarter and Germany 8 per cent), nearly all the detergents, 90 per cent of the polishes, and more than half the glues (Germany appears as a large supplier of glues also—about 22 per cent). However, under "washing soaps" Honduras is the chief supplier (60 per cent, or \$12,476).

EL SALVADOR

EL SALVADOR'S import statistics do not show countries of origin but of the \$3.5 million total in 1958, imports of insecticides, fungicides,

IMPORTS INTO NICARAGUA, 1959

	(U.S.\$)
Insecticides, fungicides, disinfectants	4,143,575
Soaps and detergents	988,870
Toilet preparations	624,186
Waxes, polishes, etc.	168,510
Glues and adhesives (not rubber-based)	43,020

IMPORTS INTO GUATEMALA, 1960

	(U.S.\$)
Insecticides	2,213,445
Fungicides, disinfectants	1,313,046
Soaps for washing and detergents	268,320
Glues and adhesives, including adhesive tapes	163,633
Toilet soaps	92,497
Waxes and polishes	49,643
Deodorizers	8,334

IMPORTS INTO EL SALVADOR, 1958

	(U.S.\$)
Insecticides	2,917,168
Toilet soaps	232,993
Washing soaps and detergents	202,512
Glues and adhesives, including adhesive cloth and tape	131,405
Waxes and polishes	16,552

IMPORTS INTO COSTA RICA, 1960

	(U.S.\$)
Insecticides and sprays	770,059
Detergents	580,628
Soaps	315,600
Fungicides	239,800
Glues and adhesives, including adhesive cloth and tape	86,555
Waxes and polishes	56,371
Disinfectants	29,304
Toilet preparations	21,463
Deodorizers	3,921

IMPORTS INTO HONDURAS, 1960

	(U.S.\$)
Insecticides, fungicides, disinfectants, etc.	1,276,847
Washing soaps and detergents	249,902
Toilet soaps	128,000
Glues and adhesives	59,253
Waxes and polishes	40,740
Toilet preparations (except soap)	38,296
Deodorizers	2,373

IMPORTS INTO PANAMA, 1959

	(U.S.\$)
Insecticides	985,112
Toilet soaps	348,302
Deodorizers	125,770
Detergents	49,508
Waxes and polishes	48,359

disinfectants, etc., made up \$2.92 million. Next came toilet and medicated soaps, washing soaps and detergents, and glues. El Salvador also

exports washing soaps and detergents (1958 total \$423,580) and insecticides (\$43,941).

COSTA RICA

INSECTICIDES are the largest imports of household chemicals into Costa Rica; they were valued at \$770,059 in 1960 (includes agricultural sprays \$342,457). Of the total, the U.S. supplied over 60 per cent, Germany almost one-quarter, and Belgium over 15 per cent. For the sprays, the U.S. share of the market was only 45 per cent, Germany provided one-third, and Belgium one-fifth. There is a large market for detergents; U.S. producers supply most of them at present. Britain has won 35 per cent and Spain over 6 per cent of the market for toilet soaps, compared with 50 per cent for the U.S. Britain's share of the market for polishes is also large, 40 per cent, against the U.S.'s 50 per cent. Costa Rica exports small amounts (about \$45,000 worth) of insecticides to countries in the area.

HONDURAS

IMPORTS of insecticides into Honduras far outweigh those of other household chemicals. The U.S. is the major insecticide supplier (82 per cent), followed by Britain (3 per cent); eleven other countries also sell them here. The U.S. ships 88 per cent of the detergents (El Salvador is next with 9 per cent), 57 per cent of the toilet soaps, (Britain 37 per cent), 95 per cent of the polishes, the same percentage of the toilet preparations, and 67 per cent of the glues.

PANAMA

PANAMA imports about one million dollars' worth of insecticides a year, including agricultural sprays (approximately \$730,000), domestic insecticides (\$240,000), and cattle insecticides (\$15,000). Toilet soaps and deodorizers rank next in importance (see table). No information on the origin of these imports is available. ●

Venezuela Revises Exchange Controls

New decree issued early in April cuts down sharply list of imports granted exchange at the official controlled rate, and regulates registration of new capital and payment of foreign debts.

W. D. WALLACE, *Commercial Counsellor, Caracas.*

THE Venezuelan Foreign Exchange Control Decrees No. 390 of November 8, 1960, No. 480 of March 17, 1961, and No. 492 of April 6, 1961 (see *Foreign Trade* of January 14, 1961, and May 6, 1961) have been further modified by Decrees No. 724 and No. 725 of April 2, 1962. The most important change embodied in the new regulations is the drastic reduction in the controlled market list of goods, for which exchange will be granted at the official controlled rate of Bs.3.35 to the United States dollar. Other changes affect the registration of new capital and payment of foreign debts. The Central Bank of Venezuela has reduced the official free market rate of exchange from Bs.4.58 to Bs. 4.54 to the United States dollar. Other transactions may be carried out at the uncontrolled free market rate which fluctuates daily and is currently about Bs.4.58 to the United States dollar. The Central Bank of Venezuela and the commercial banks are authorized to participate in the free exchange market and buy and sell on their own behalf or that of their clients.

Controlled Market List

The controlled market list of goods has been reduced from some 1,200 items to approximately 100. The more important items on the controlled list are a limited number of basic food products, raw materials, certain chemicals and drugs,

manufactured goods, farm equipment and educational items. Some products remaining on the list which are of interest to Canadian exporters are purebred cattle; powdered milk; wheat, oats, barley; fresh, chilled or frozen pork; newsprint paper; certain agricultural implements; artificial fibres; certain pharmaceuticals, and synthetic rubber.

Prior Import Permits

Prior import permits are required for items on the new list, which became effective on April 2, 1962. Import permits issued before this date for items that are now excluded from the list are cancelled, except for goods that have already arrived in Venezuela, goods shipped to Venezuela before April 12, 1962, and goods covered by an irrevocable letter of credit opened before April 2, 1962. Although these letters of credit will be re-examined, no extension or renewals re-establishing or rehabilitating them will be made without prior approval of the Central Bank.

Merchandise imported by air transport, the f.o.b. value of which at port of shipment does not exceed U.S.\$2,000 or its equivalent in other foreign currencies, is exempt from a prior import permit, as are merchandise imports made by other means the c.i.f. value of which at a Venezuelan port does not exceed U.S.\$2,000. Partial shipments to

evade the prior import permit requirements will not be permitted.

A new feature in the control of imports is that the Exchange Control Board will establish unit prices to be used in granting foreign exchange for items included in the controlled list. In determining these prices, the Exchange Control Board will take into account current prices in the world market for qualities most commonly used and in conformity with the country's needs. Once such prices have been established, it may be ruled that importers need not obtain the prior import permit currently required for goods on the controlled market list.

Foreign Debts

The new decree provides that, in principle, controlled official exchange will continue to be made available for payment of foreign debts arising from imports of merchandise of all types between November 8, 1960, and April 14, 1961.

However, a five-man commission will review all existing foreign debts of this type, as well as those outstanding from imports of merchandise between November 8, 1960, and March 19, 1961, for which registration has been solicited but not accepted. This will include those foreign debts that they consider really constitute a contribution to the permanent working capital of the Venezuelan debtor. In this connection, they will consider whether the foreign creditor exercises control over the Venezuelan debtor.

Foreign debts arising from transactions such as loans, charges for services, etc., made before November 8, 1960, will not be eligible for controlled market exchange if the foreign creditor owns directly or indirectly more than 50 per cent of the share capital of the Venezuelan debtor. Indebtedness of this type will now have to be settled through the uncontrolled free market, as will those debts that the examining commission rejects. Similarly, outstanding debts arising from imports of

merchandise made before November 8, 1960, and not registered previously can only be repaid at the uncontrolled free market rate of exchange.

Foreign-Owned Capital

The previous regulations provided that foreign owners of capital existing at November 8, 1960, and duly registered with the Central Bank of Venezuela were theoretically entitled to controlled market exchange for repatriation of the investment. In practice, exchange for repatriation was not forthcoming, but the Central Bank was making controlled market exchange available for the remittance of dividends, interests, profits or rentals up to 12 per cent per annum of capital sums registered with the Bank. The new decree voids the existing registrations on foreign-owned capital and there is no provision for repatriation of new investments or loans in the future. Future payments for service and repayment of capital will therefore be made

through the free market. It is not clear at present to what extent official free market dollars will be available for such payments, and it would seem that in practice these are likely to be made through the uncontrolled free market. The Commission will review all existing capital registrations to see whether any of the sums involved may justifiably be reclassified as foreign debts of the type still recognized by the new decree.

The new decree provides that controlled official exchange will still be available for repatriation and service of capital introduced into Venezuela after November 11, 1960, and up to April 2, 1962, and sold to the Central Bank at the rate of Bs.3.33 to the United States dollar. It is understood, however, that the amount of capital of this type is very small.

Other Provisions

Controlled official exchange will be available for payment of freight and insurance on imports of prod-

ucts still on the controlled market list. Freight and insurance for other merchandise will be paid through the official free market.

Exchange at the official controlled rate will be made available for foreign debts as well as for imports of the Government of Venezuela and its autonomous institutions. A limited amount of exchange at the controlled official rate will be made available for remittance to students abroad.

Additional changes in the new regulations will be reported as they come into effect. A list of the controlled imports is on file with the Department of Trade and Commerce, and Canadian exporters who wish information about products on the import list, as well as further clarification and details, should get in touch with the Latin American Division, International Trade Relations Branch, Department of Trade and Commerce, Ottawa, or the Commercial Counsellor, Canadian Embassy, Apartado 11452 Este, Caracas, Venezuela. ●

Documentation for the Commonwealth

Commonwealth Division, International Trade Relations Branch.

THE unique characteristic of Commonwealth documentation is the use of the certificate of origin as a claim to preference in countries which accord preferential tariff treatment to Canadian products. For Britain and the Republic of Ireland, a certificate of origin is required only for the purpose of claiming preference, whereas in Nigeria, for example, a combined certificate of value and of origin is required even though that country does not grant preferences. For some countries the form of the certificate of origin and the requirements for preference vary, depending upon the product and the degree of processing it undergoes. For Britain, the manufacturer in signing the certificate of origin certifies that he is in a position to provide detailed proof of qualification for preference if H.M. Customs requires it.

A number of Commonwealth countries still maintain import controls. Before forwarding a shipment to these

countries, the Canadian exporter would be well advised to ensure that his customer possesses a valid import licence.

Required Documents Listed

The following table lists the documents required (other than plant, food, drug and other special certificates) for commercial shipments to Commonwealth countries. This table is intended merely as a condensation and summary of the type of documentation that each Commonwealth country demands. When preferential tariff treatment is accorded to Canadian products, the exporter should ensure that he understands fully what the preference regulations require. Full information on both the preference regulations and documentation may be obtained from the International Trade Relations Branch of the Department.

ABBREVIATIONS: Comm. I.—Commercial Invoice; C.C.V. and O.—Combined Certificate of Value and of Origin; C. of O.—Certificate of Origin; C. of V.—Certificate of Value; B.L.—Bill of Lading

Country	Documents Required	No. of Copies	Notes (see below)
Aden	Comm. I.	3	1, 2, 3
	C.C.V. & O.	2	
Australia	Comm. I.	1	1, 2, 3
	C.C.V. & O.	1	
Britain	Comm. I.	2	1, 2, 3
	C. of O.	2	
	B.L.	1	
British West Indies	Comm. I.	2	1, 2, 3
	C.C.V. & O.	2	
	B.L.	1	
Including:			
Bahamas			
Barbados			
Bermuda			
British Guiana			
British Honduras			
Jamaica			
Leeward Islands			
Trinidad			
Windward Islands			
Brunei	Comm. I.	3	1, 2, 3
	C.C.V. & O.	3	
	B.L.	1	
Ceylon	Comm. I.	3	1, 2, 3
	C. of O.	2	
	B.L.	1	
Fiji	Comm. I.	1	1, 2, 3
	C.C.V. & O.	1	
Gambia	Comm. I.	3	1, 2, 3, 6
	C.C.V. & O.	2	
	B.L.	1	
Ghana	Comm. I.	2	1, 2, 3, 6
	C. of V.	2	
	B.L.	1	
Hong Kong	Comm. I.	1	1, 2, 3, 4
	C.C.V. & O.	1	
	B.L.	1	
India	Comm. I.	4	1, 2, 3, 5
	B.L.	1	
Ireland, Republic of	Comm. I.	2	1, 2, 3
	B.L.	2	
	C. of O.	2	
Kenya	Comm. I.	3	1, 2, 3
	C. of V.	3	
Malaya	Comm. I.	3	1, 2, 3
	C.C.V. & O.	2	
	B.L.	1	
Maldiv Republic	Comm. I.	2	1, 2, 3
	C.C.V. & O.	2	
	B.L.	1	
Mauritius	Comm. I.	2	1, 2, 3
	C.C.V. & O.	2	
	B.L.	1	
New Zealand	Comm. I.	1	1, 2, 3
	C.C.V. & O.	1	
Nigeria	Comm. I.	2	1, 2, 3, 6
	C.C.V. & O.	2	
	B.L.	1	
North Borneo	Comm. I.	2	1, 2, 3
	C.C.V. & O.	2	
	B.L.	1	

Country	Documents Required	No. of Copies	Notes (see below)
Pakistan	Comm. I.	3	1, 2, 3
	B.L.	1	
Rhodesia & Nyasaland, Federation of	Comm. I.	4	1, 2, 3
	C.C.V. & O.	4	
	B.L.	1	
Sarawak	Comm. I.	3	1, 2, 3
	C.C.V. & O.	3	
Scyelles	Comm. I.	3	1, 2, 3
	C.C.V. & O.	3	
	B.L.	1	
Sierra Leone	Comm. I.	3	1, 2, 3, 6
	C.C.V. & O.	3	
	B.L.	1	
Singapore	Comm. I.	3	1, 2, 3
	C. of O.	2	
	B.L.	1	
South Africa, Republic of	Comm. I.	3	1, 2, 3, 7
	C.C.V. & O.	3	
	B.L.	1	
Including:			
Bechuanaland			
Basutoland			
Swaziland			
South West Africa			
Tanganyika	Comm. I.	3	2, 3
	B.L.	1	
Uganda	Comm. I.	3	1, 2, 3
	C. of V.	3	
Western Samoa	Comm. I.	1	1, 2, 3
	C.C.V. & O.	1	
Zanzibar	Comm. I.	3	1, 2, 3
	C.C.V. & O.	3	
	B.L.	1	

NOTES

1. Prescribed forms are required. Details are available from the International Trade Relations Branch of the Department.

2. Forms may be obtained from commercial stationers (names are available from ITRB).

3. Documents should be airmailed to consignee.

4. Certificate of origin is not normally required except for dutiable goods on which preferential rates are accorded (i.e., tobacco, liquor and motor cars). Importers may ask that a certificate of origin be provided if goods are to be re-exported after processing to countries where evidence of origin is required: for example, countries granting preferential tariffs. The Imperial Economic Conference form of invoice and combined certificate of value and origin is recommended as covering all possible requirements.

5. Commercial invoice must mention number and date of import licence and date of purchase order.

6. Invoice for Gambia, Ghana, Nigeria and Sierra Leone must be in English or accompanied by a translation.

7. The Republic of South Africa adopted a new "Form of Invoice and Declaration of Value" as of November 17, 1961. (See *Foreign Trade*, January 27, 1962). The same documentation applies to the Protectorates or High Commission territories of Basutoland, Bechuanaland, East Gringualand, South West Africa, Swaziland, Tembuland, Transker, and Walvis Bay.

TRADE COMMISSIONERS ON TOUR



G. E. Blackstock



E. H. Maguire



W. B. McCullough



J. E. Montgomery



R. F. Renwick



J. H. Stone



W. B. Walton

In Canada

G. E. BLACKSTOCK, Vice Consul and Assistant Trade Commissioner in New Orleans:

Ottawa—June 4-8	Charlottetown—June 14-15
Fredericton—June 11	St. John's, Nfld.—June 18-19
Saint John—June 12	Sydney, Glace Bay—June 20
Moncton—June 13	Halifax—June 21-25

Mr. Blackstock is expected to visit Western Canada in September. He will then return to New Orleans.

E. H. MAGUIRE, Trade Commissioner in Singapore:

Ottawa—May 14-22	Winnipeg—June 18
Montreal—May 23-June 1	Calgary—June 19
Toronto—June 4-13	Vancouver—June 21-29
Hamilton—June 14-15	

When he completes his tour and leave, Mr. Maguire will return to Singapore.

W. B. McCULLOUGH, Commercial Counsellor in Santo Domingo, Dominican Republic:

Ottawa—May 14-25	Grand Falls—June 19
Toronto—May 28-June 1	Charlottetown—June 22
Hamilton—June 4	Halifax—June 25
Montreal—June 7-13	Saint John—June 27
Quebec City—June 15	

When he completes his tour and leave, Mr. McCullough will be transferred to Wellington, New Zealand, as Commercial Counsellor.

P. V. McLANE, Canadian Government Trade Commissioner in Glasgow, Scotland:

Montreal—June 7-12	Hamilton—July 4
Ottawa—June 13-19	Winnipeg—July 6
Toronto—June 20-29	Vancouver—July 9-13
Windsor—July 3	

When Mr. McLane completes his tour and leave, he will be posted to Dublin, Ireland, as Commercial Counsellor.

J. E. MONTGOMERY, Assistant Commercial Secretary in The Hague, Netherlands:

Ottawa—May 22-29	Toronto—June 25-29
Quebec City—May 31-June 1	Hamilton—July 3
Yarmouth—June 4	St. Catharines—July 4
Kentville—June 5	London—July 5
Halifax—June 6-7	Chatham—July 6
Amherst—June 8	Winnipeg—July 9-11
Sackville—June 9	Regina—July 12
Saint John—June 11	Calgary—July 13
Fredericton—June 12	Vancouver—July 16-19
Montreal—June 18-22	Victoria—July 20

When he completes his tour and leave, Mr. Montgomery will return to The Hague.

R. F. RENWICK, Commercial Counsellor in Port-of-Spain, Trinidad:

Fredericton—May 22	Montreal—May 24-June 1
Quebec City—May 23	Granby—June 4

When he completes his tour and leave, Mr. Renwick will return to Port-of-Spain.

J. H. STONE, Commercial Counsellor in Wellington, New Zealand:

Ottawa—May 28-June 1
Vancouver—June 4-8
Winnipeg—June 11-12

Toronto—June 18-22
Hamilton—June 25-29

Mr. Stone is expected to visit Montreal in September. When he completes his tour and leave, he will be transferred to Rome, Italy, as Commercial Counsellor.

W. B. WALTON, Assistant Commercial Secretary, Beirut, Lebanon:

Ottawa—May 16-25
Montreal—May 28-June 1
Belleville—June 4
Toronto—June 5-8
Brantford—June 11

Hamilton—June 12
Winnipeg—June 13-14
Saskatoon—June 15
Calgary—June 18
Vancouver—June 22

When he completes his tour and leave, Mr. Walton will be transferred to Manila, Philippines, as Assistant Commercial Secretary.

Businessmen who wish to see these officers should get in touch with the Board of Trade or Chamber of Commerce in

the cities mentioned, with the following exceptions. In Toronto and Edmonton, the Trade Commissioners make their headquarters at the offices of the Canadian Manufacturers Association; in Windsor, Ontario, at the offices of the Greater Windsor Industrial Commission; in St. John's, Halifax, Ottawa, Winnipeg and Vancouver, at the Department of Trade and Commerce; in Victoria at the Department of Trade and Industry, and in Fredericton at the Department of Industry and Development.

In Territory

M. R. M. DALE, Trade Commissioner in Cape Town, South Africa, will visit Kimberley June 6 and 7, and South West Africa June 8-26.

B. HORTH, Assistant Commercial Secretary in New Delhi, India, will visit Bangalore and Mysore May 21-25.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to Mr. Dale at Cape Town and Mr. Horth at New Delhi.

COMMODITY NOTES

Abrasives

BRAZIL—Stromag of Germany is planning to set up a subsidiary in São Paulo with a Brazilian firm. The new company, Stromag do Brasil S.A., will have an initial capital of Cr.\$25 million and will produce various industrial abrasives—São Paulo.

Artificial Fibres

SPAIN—The value of Spanish exports of textiles made from artificial fibres totalled only about \$1.2 million in 1956. In 1957 the figure rose to more than \$1.7 million and in 1961 to a record \$7 million. These exports went to 81 countries—Madrid.

Buses

BELGIUM—The largest Belgian manufacturer of electrical equipment is conducting final tests on a new type of diesel-electric bus that possesses several features not generally found in buses. Called an 'electrobus', the vehicle can carry 100 passengers. Energy is supplied by a diesel engine which operates a generator to produce electricity for two electric motors. The motors are mounted above the back axle and provide direct propulsion to the rear wheels. The steel- and aluminum-alloy body is all-welded and rides on an air-cushion type of suspension.

Chief advantages claimed for the electrobus are the elimination of gear-changing, which permits smooth rapid acceleration and a higher average rate of speed;

reduced operating costs because of the doing away with clutch, transmission, drive-shaft and differential, plus a saving in brake drums and brake bands through rheostatic braking; the appeal to passengers of the more comfortable ride provided by the air-cushion suspension, and the reduction in noise—Brussels.

Fertilizer

COLOMBIA—Despite a steady increase in local production, fertilizer imports in 1960 totalled 119,600 tons valued at U.S.\$9.4 million. They included mixtures containing more than 35 per cent of nutrient elements 36 per cent, bicalcium and other mineral chemical phosphates 19 per cent, other nitrogenous minerals or chemical fertilizers 14 per cent, potassium chloride 10 per cent, superphosphates 7 per cent, ammonium sulphate and ammonium sulphonitrate 6 per cent.

On April 14, 1962, the Government announced that fertilizers would be placed on the Previous Licence List because of the development in local production. Before any fertilizer import is licensed, it is therefore necessary for the importer to produce evidence that fertilizer of the type required is not made in sufficient quantity in Colombia to meet local demand—Bogotá.

Fish

CHILE—J. H. Todd & Sons Ltd. of Vancouver has entered into an agreement with Marine Construction and Design Company of Seattle and Alimentos Marinos

S.A., a Chilean fishing company, to establish a new fishing venture at Iquique in northern Chile. The enterprise will exploit the anchovy stocks of the Humboldt Current, from which the large Peruvian industry has been developed over several years and which extends southward into Chilean waters. Phase one of the venture calls for installation of a reduction plant of 40-tons-an-hour capacity to be served by a fleet of ten fishing boats. Fishmeal and oil will be exported to world markets. Plans include the establishment later of tuna cold-storage facilities and a bonito cannery—Santiago.

NORWAY—Norwegian exports of canned fish in 1961 totalled 28,020 tons valued at Norwegian kroner 137.5 million, compared with 27,778 tons and kroner 131.8 million the previous year. Shipments included canned brisling 4,775 tons (4,648 tons in 1960), canned smoked small herring 13,482 tons (12,242), kippered herring 3,533 tons (4,299), soft herring roe 837 tons (1,507), canned dinner foods 777 tons (706), and canned shellfish 1,889 tons (1,980). Main markets were the United States 11,367 tons, Britain 5,359, Australia 1,852, South Africa 1,341, and Canada 1,171. Exports to the United States, South Africa and Canada increased but those to Britain and Australia decreased from the previous year—Oslo.

Metal Building Components

TRINIDAD—Linton Mark Contractors Ltd., San Fernando, have begun fabricating metal building components on a factory scale. Products include prefabricated steel buildings, bridges, towers, pylons, pressure vessels, platforms and storage tanks. The Government recently declared the company a pioneer manufacturer of these products and it will therefore be able to import duty-free from all sources the capital equipment, steel and other raw materials necessary for its operations. The factory, located on a main highway in southern Trinidad, is close to the industrial centre of the island—Port-of-Spain.

Paper

BRAZIL—The Indústria de Papelão Limeira S.A. of São Paulo has increased its capital from 60 to 120 million cruzeiros, which will permit installation of a third papermaking machine. Current production averages twenty tons a day and includes duplex paper, white kraft, napkin and writing paper—São Paulo.

INDIA—Rohit Pulp and Paper Mills Ltd. has started production at its new factory at Pardi and expects to place its products on the market soon. The factory has a capacity of 10 tons a day and will manufacture writing and printing paper initially. Later on, it will switch to certain special quality papers. Capacity will be increased from 10 to 20 tons a day as soon as the Government issues the necessary import licences. Present facilities were designed to permit a production

increase with relatively few additions. The fresh capital necessary is estimated at about \$265,000, reports the *Times of India*—New Delhi.

Steel

BRAZIL—Companhia Siderúrgica da Amazonia (SIDERAMA) plans to build a steel mill in Manaus, state of Amazonas, with an estimated annual capacity of 100,000 tons. KRUPP of West Germany will reportedly supply equipment and technicians for the new installation, against payment in iron ore from the Brazilian company's reserves—Rio de Janeiro.

Synthetic Rubber

FRANCE—In April, Goodyear International Corporation began the construction of a \$6 million synthetic rubber plant near Le Havre. The plant is to go into production early next year and will produce a range of synthetic rubbers and resins for the European Common Market. This U.S. firm has been operating a tire and tube manufacturing plant at Amiens since 1960—Paris.

Tires

NORWAY—A rubber products manufacturer, A/S Askim Gummivarefabrik, has entered into an agreement with a U.S. firm, Firestone Tire and Rubber Company, under which the Askim Company will produce Firestone tires. It is expected that the Norwegian factory's output of tires will increase by 50 per cent as a result—Oslo.

TURKEY—It is reported that the United States Rubber Company plans to form a company in Turkey, U.S. Royal Lastik A.S., to build a tire plant at Adapazari near Istanbul. The U.S. firm will supply machinery and equipment worth \$4.5 million as part of the total construction cost of \$8.5 million. Production should begin by mid-1963; planned capacity is 250,000 tires a year.

This will be the third foreign investment in tire manufacturing in Turkey. Both Goodyear Tire and Rubber Company of the United States and the Pirelli Company of Italy have plants under construction. The Goodyear plant (annual capacity 140,000 tires) is expected to start operating some time in 1963 and the Pirelli plant at Izmit (planned production 120,000 tires) is nearing completion and should go into production soon. Turkey's annual requirements of tires are estimated at 500,000—Athens.

Tobacco

TURKEY—The 1961 tobacco crop is estimated to have yielded some 98,000 tons of leaf, compared with more than 130,000 tons in 1960. However, the new crop was only slightly affected by the blue mould disease and is of generally better quality than in the previous year. Low-grade leaf, which usually proves difficult to dis-

pose of, represents only a small percentage of the production.

The Turkish Tobacco Federation has announced that exports of manipulated 1960-crop tobacco between Sep-

tember 1 (the opening of the export season) and the end of December totalled 51,972 tons valued at \$53 million. In the same period, actual exports amounted to 34,684 tons worth \$34.6 million—Athens.

FOREIGN TARIFFS

AND TRADE REGULATIONS

Ethiopia

PRIOR EXCHANGE DEPOSIT CANCELLED—In a Notice to Importers dated March 31, 1962, the Exchange Controller of the State Bank of Ethiopia issued new exchange control regulations. The new notice cancels the one issued in August 1959, as subsequently amended, that required prior deposits for certain commodities equal to 75 and 100 per cent of the value of the goods.

According to the new notice, on and after April 2, 1962, the exchange control regulation requiring prior deposits to be made by importers to the State Bank of Ethiopia for certain classes of imports is withdrawn, and until further notice, applications for foreign exchange for all types of imports will be authorized without the necessity of making prior deposits. Applications for foreign exchange for imports which were previously subject to prior deposits will be authorized until further notice only for payment by letter of credit or cash against documents at sight presentation.

Prior deposits already made for goods imported or to be imported into Ethiopia will be released only to effect payment for the goods covered by the relative payments licence. Excess deposits will be refunded only after submission of evidence to the Import Control Department that the goods have been imported in the normal manner. Refunds of deposits will be authorized only in the event that the relative payments licence is returned to the Exchange Control for cancellation.

The Notice to Importers further reminds importers in Ethiopia that they must not place firm orders for goods to be imported from abroad until they have applied for an allocation of foreign exchange to pay for the order. The application must be accompanied by a pro forma invoice in triplicate.

India

IMPORT LICENSING POLICY—Import licensing arrangements for the period April 1962 to March 1963 have recently been announced by the Indian Government. The announcement offers little relief from the stringent policy in effect during the last six-month shipping period. Highlights of the new arrangements are as follows:

1. For administrative facility, the validity period for licences has been raised to twelve months. Licences will be issued on an annual basis but on the condition that only 50 per cent of the value will be used in the first six months. Allocation of the remainder, and also of any additional requirements, will be subject to review.

2. Face-value restrictions have been altered for 18 items and liberalized for seven items. The basic period for establishing import quotas has been extended for six items.

3. Reduced quotas have been established for 55 items, including:

- certain iron and steel items
- belts and lacings
- certain electrical items
- carbons
- certain chemicals
- coal tar
- dyes
- drugs and medicines
- prefocused bulbs
- motor vehicle parts
- metallic ores
- tape and wire recorders
- electro-medical apparatus
- gas masks and refills
- iron and steel pipes and tubes
- iron and steel screws
- electric motor starters
- nickel catalyst

4. Imports of the following items are prohibited:

- yeast
- arms and ammunition
- cartridges
- silk yarn
- argon gas
- polyvinyl acetate resin
- polyvinyl butyral resin
- polyvinyl chloride
- polyvinyl formal and polyvinyl chloride compositions, including moulding powder

Full particulars are available from the Commonwealth Division, International Trade Relations Branch, Department of Trade and Commerce.

The following nominal quotations may prove useful in checking prices. Canadian traders should consult their banks before making any firm commitments.

Conversion into Canadian dollar equivalent and units of foreign currency per Canadian dollar have been made at cross rates with sterling or the United States dollar on the date shown.

Except when buying and selling rates are specified, the mid rates only are quoted. The buying rate is that at which banks purchase exchange from exporters. The selling rate is that at which banks sell exchange to importers.

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Rates used exclusively in non-merchandise trading are not included in the table.

For conversion to United States dollar equivalent multiply by .924588.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent May 7	Units per Canadian dollar	Notes (See below)
Argentina	Peso		.01101	90.83	
Austria	Schilling		.04190	23.87	
Australia	Pound		2.4345	.4108	
Bahamas	Pound		3.0431	.3286	
Belgium and Luxembourg	Franc		.02173	46.02	
Bermuda	Pound		3.0431	.3286	
Bolivia	Potosi	Free	#	#	
Brazil	Cruzeiro	Free	.003444	290.36	
		Special Category	†	†	
Britain	Pound		3.0431	.3286	
British Guiana	Dollar		.6340	1.58	
British Honduras	Dollar		.7608	1.31	
Burma	Kyat		.2271	4.40	
Ceylon	Rupee		.2282	4.38	
Chile	Escudo	Bank rate	1.0281	.9727	
		Free	.7271	1.37	
Colombia	Peso	Certificate	.1614	6.19	
Congo, Republic of	Franc		.02173	46.02	
Costa Rica	Colon		.1633	6.12	
Cuba	Peso		‡	‡	
Czechoslovakia	Koruna		.1502	6.66	
Denmark	Krone		.1568	6.38	
Dominican Republic	Peso		1.0816	.9245	
Ecuador	Sucre	Official	.06009	16.64	
		Free	.04732	21.13	
El Salvador	Colon		.4326	2.31	
Fiji	Pound		2.7415	.3648	
Finland	Markka		.003380	295.86	
France, Monaco, etc.	New Franc		.2207	4.53	(1)
Franco-African Republics, etc.	Franc		.004414	226.55	(2)
French Pacific	Franc		.01214	82.37	(3)
Germany	D Mark		.2705	3.70	
Ghana	Pound		3.0431	.3286	
Greece	Drachma		.03605	27.74	
Guatemala	Quetzal		1.0865	.9245	
Haiti	Gourde		.2163	4.62	
Honduras	Lempira		.5408	1.85	
Hong Kong	Dollar	Free*	.1894	5.28	*Apr. 27
		Official	.1902	5.26	
Iceland	Krona	Official	.02515	39.76	(4)
India	Rupee		.2282	4.38	
Indonesia	Rupiah	Official	.02403	41.61	(4)
Iran	Rial		.01428	70.04	
Iraq	Dinar		3.0284	.3302	

#Not available.

†Exchange auctions will be held each week for limited amounts of exchange.

‡There is no trading in Cuban pesos in U.S. or Canadian banks at present.

*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent May 7	Units per Canadian dollar	Notes (See below)
Ireland	Pound		3.0421	.3286	
Israel	Pound		.3605	2.77	
Italy	Lira		.001743	573.72	
Japan	Yen		.003005	332.78	
Lebanon	Pound	Free	.3418	2.92	
Mexico	Peso		.08653	11.56	
Morocco	Dirham		.2163	4.62	
Netherlands	Florin		.3008	3.32	
Netherlands Antilles	Florin		.5735	1.74	
New Zealand	Pound		3.0223	.3309	
Nicaragua	Cordoba	Effective buying	.1545	6.47	
		Official selling	.1534	6.52	
Nigeria	Pound		3.0431	.3286	
Norway	Krone		.1517	6.59	
Pakistan	Rupee		.2282	4.38	
Panama	Balboa		1.0816	.9245	
Paraguay	Guarani	Official	.008766	114.08	
Peru	Sol		.04032	24.80	
Philippines	Peso	Free	.2812	3.56	
Portugal & Colonies	Escudo		.03775	26.49	(5)
Republic of South Africa	Rand		1.5216	.6572	
Singapore and Malaya	Straits Dollar		.3550	2.82	
Spain and Dependencies	Peseta		.01803	55.47	
Sweden	Krona		.2101	4.76	
Switzerland	Franc		.2496	4.01	
Syria	Pound	Free	.3021	3.31	
Thailand	Baht	Free	.05116	19.55	(4)
Tunisia	Dinar		2.6066	.3836	
Turkey	Lira		.1202	8.32	(4)
United Arab Republic	Pound	Official	3.1058	.3220	
United States	Dollar		1.0815	.9245	
Uruguay	Peso	Free	.09864	10.14	
Venezuela	Bolivar	Free	.2358	4.24	
		Official	.3226	3.10	
West Indies	Dollar		.6340	1.58	(6)
	Pound		3.0431	.3286	(7)
Yugoslavia	Dinar	Official	.001442	693.48	

Notes

1. New franc is also used in Algeria, French Guiana, Guadeloupe and Martinique.
2. Chad, Central African Republic, Congo, Dahomey, Gabon, Ivory Coast, Mali, Islamic Republic of Mauritania, Niger, Senegal, Upper Volta, Cameroons, Togoland, and Malagasy. Also Reunion, Comoro Islands, St. Pierre and Miquelon.
3. New Caledonia, New Hebrides, French Polynesia.
4. Additional rates are in effect.
5. Portugal: approximately same rate for Portuguese territories in Africa.
6. Barbados, Trinidad, Tobago, Leeward and Windward Islands.
7. Jamaica.

Markets in Brief

PORTUGAL

Area: 34,500 square miles.

Population: nine million, including Madeira and Azores.

Climate: average temperature very mild; relatively high during summer, although moderated by proximity to Atlantic Ocean.

Language: Portuguese; Spanish and French literature acceptable.

Currency: escudo; one escudo equals Can.\$0.038.

Weights and measures: metric system.

Capital: Lisbon, altitude 200 feet.

Chief ports: Lisbon; Setúbal; Funchal, Madeira; Ponto Delgada, Azores.

Marketing centres: Lisbon (population) 900,000, Oporto 310,000, Coimbra 112,000, Guimaraes 118,000, Funchal 100,000.

Economy: agriculture, forestry, mining, fishing, wine and cork production.

Total Portuguese imports: 1960—Can.\$564.3 million; 1959—Can.\$492.5 million.

Chief imports: (per cent) 1960—meat, fish, wheat, seed potatoes and other seeds, oleaginous products, sugar and tobacco 14.9; natural, artificial and synthetic fibres and yarns, piecegoods, felts and respective products 13.5; crude oil, gasoline, fuel oil and coal 11.4; chemical products and raw plastics 11.7; metals, machinery, electric apparatus, vehicles and vessels 40.3.

Value of imports from Canada: 1961 (11 months)—Can.\$4,190,379; 1960—Can.\$3,336,071 (DBS).

Chief imports from Canada: (Can.\$'000) 1961 (11 months)—cod 1,048, copper refinery shapes 838, aluminum 422, wheat and flour 302, flaxseed 295, synthetic rubber 167, sheet and strip steel 159, asbestos 151, tobacco 83 (DBS).

Total Portuguese exports: 1960—Can.\$338.7 million; 1959—Can.\$300.6 million.

Chief exports: (per cent) 1960—fresh, frozen and canned fish, dairy products, fruits and vegetables, olives and olive oil, beverages 26.8; natural fibres, yarns, piecegoods, rugs, clothing 21; cement, marbles, minerals, gasoline 9.3; sawn wood, cork, wood pulp, paper 24.4; metals, machinery, vehicles, electrical apparatus 6.2; fertilizers, chemical and plastic products 10.

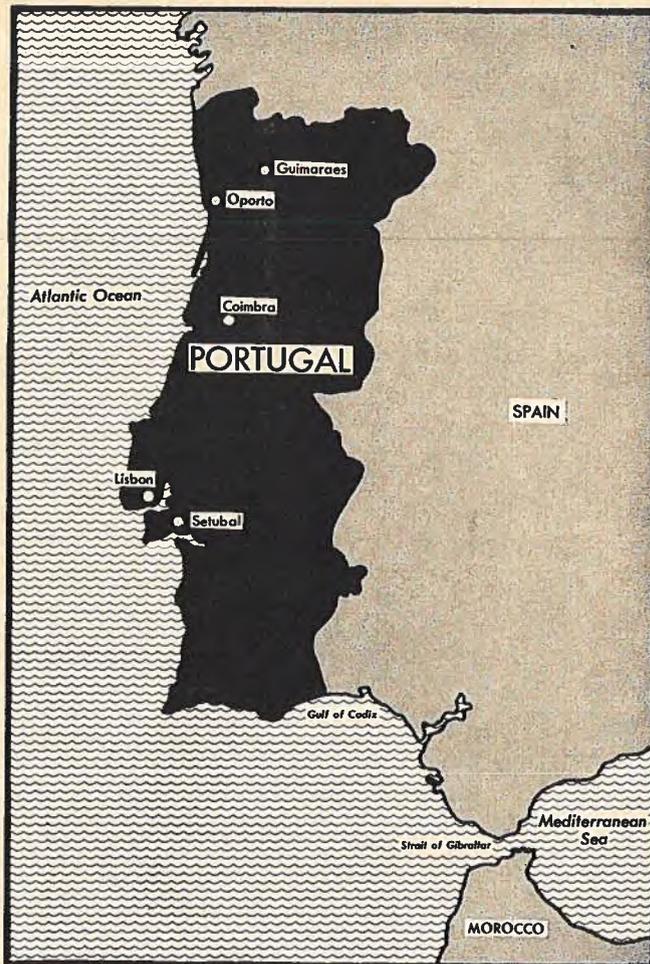
Chief markets: (per cent) 1960—Portuguese Overseas Provinces 25.5; Britain 13.6; United States 11.1; West Germany 9.11; France 3.4; Italy 3.4.

Value of Canadian purchases: 1961 (10 months)—Can.\$3,880,815; 1960—Can.\$3,208,306 (DBS).

Chief Canadian purchases: (Can.\$'000) 1961 (10 months)—corks, cork slab, board, tile, manufactures 1,034; baler and binder twine 924; brandy and wine 430; canned, prepared and preserved fish 367; coloured cotton fabrics 278; cotton yarns 165.

Dollar exchange: all imports require a licence in order to obtain the necessary foreign currency.

Prices: quotations should be in either Canadian or United States dollars, c.i.f.



Samples: samples of no commercial value, separate or made up into collections, duly labelled, fixed onto cards or possessing in any other way the characteristics peculiar thereto, with the exception of tobacco and matches or other prohibited goods, are admitted. Detailed information can be obtained from the International Trade Relations Branch.

Trade agreements: most-favoured-nation agreement with Canada; Portugal is a member of EFTA and GATT and has bilateral agreements with many countries.

Imports controls, documentation, customs tariffs, marking and labelling: consult the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Canadian banks: none, but some Canadian banks have Portuguese banks acting as correspondents.

Correspondence: airmail; letters 15 cents per half ounce.

For detailed information on this market write to:
European Division
International Trade Relations Branch
Department of Trade and Commerce
Ottawa

or

Commercial Counsellor
Canadian Embassy
Rua Marquês de Fronteira, 8-4° D°
Lisbon, Portugal

Roger Duhamel
QUEEN'S PRINTER

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