

1977  
Winter

# Canada 1977 commerce



**Turkey:**  
market for auto spares

**IT&C Directory:**  
personnel abroad

**New Brunswick:**  
48-page supplement

# Canada Commerce

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**Stop Press Insert:**  
The Enterprise Development Program (EDP)

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## The Vision Splendid

*It's a scene that triggers half-forgotten memories of idyllic summer days, warm yielding sand, the shrill cry of seagulls, oars dipping lazily in sunlit waters, the sharp tang of brine, seaweed and lobster traps.*

*Give free rein to the imagination and the setting may evoke personal recollections of Cornwall, Capri or Cape Cod. But this, Sir, is New Brunswick, and those who have sampled the delights of Maritime coastal resorts will appreciate the glimpse of quiet scenic charm.*

*Natives of the area may be critical of the photographer's vantage point. They could argue that more picturesque views are close at hand. And why should the camera turn a blind eye on rugged characters who harvest the sea so that obsequious waiters can fillate the palates of affluent city folk?*

*If lobster is your favourite dish, or if you cannot resist the lure of quaint, quiet fishing villages, be glad that New Brunswick is part*

*of your heritage. It is a corner of Canada that deserves to be better known and more frequently visited by citizens of other provinces. The scenic beauty, natural wealth and manpower resources are attracting the attention of foreign entrepreneurs. Their investments are welcomed, but the long-term prosperity of the province depends upon the enterprise, energies and enthusiasm of Canadian businessmen.*

*Like the photographer who focused on only one corner of a seaside pier, a CANADA COMMERCE supplement cannot do justice to New Brunswick.*

*If you have yet to enjoy your first glimpse of the Bay of Fundy, Miscou Island or the Saint John Valley, grab hold of a road atlas or airline schedule. You, Sir, deserve a New Brunswick vacation. Better still, make it an exploratory business trip. It could be commercially rewarding.*

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# **RICH MAN'S TOY:** In North America and Western Europe, the vintage car is a rich man's pampered plaything. But legions of Turkish motorists can afford only four-wheeled relics — eternal workhorses with an insatiable appetite for replacement parts that Canada could supply.

## **TURKISH WORKHORSE**

*H.J. HIMMELSBACH,  
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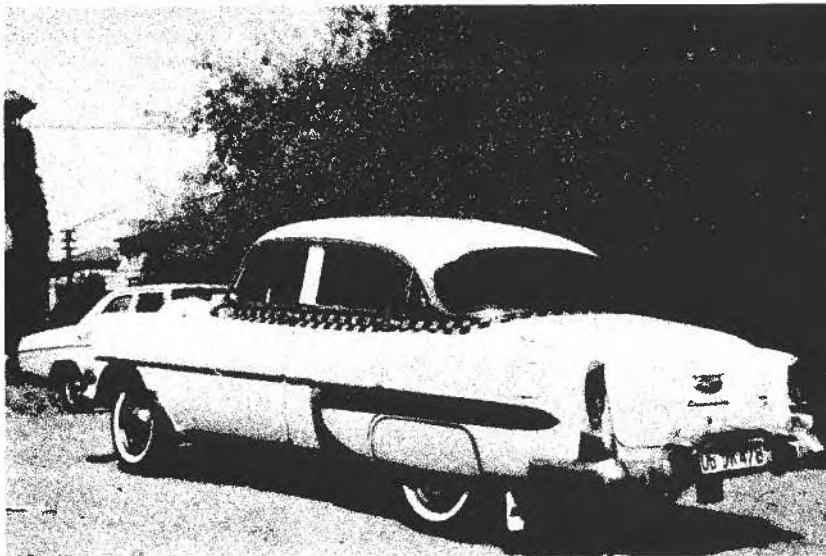


Photo: M. J. Rikkinen



Although one small arm of Turkey lies in Europe, not until it became a republic in 1923 did the country make any serious attempt to move into the twentieth century. Camel caravans, ox carts and horse-drawn carriages were slow to disappear, leaving only the Greek columns, Byzantine domes and gleaming minarets as evidence of the country's roots in antiquity. Four-legged means of locomotion survive in remote corners of Asia Minor. The mountainous terrain that stops just short of the Mediterranean and for centuries preserved the fabled remains of Noah's Ark is still a formidable barrier, physical and economic, for any Turkish farmer who wants a tractor to till the soil and prefers to ride to market in an automobile. But the urge to modernize and industrialize has gripped the country's 40 million population.

After an initial emphasis on the development of heavy industry, mining and electric power, the consumer manufacturing sector expanded rapidly from 1961. In late 1967, the first passenger car produced in Turkey — based upon the British-designed Ford Cortina — rolled off the assembly line.

Not that there weren't any cars in Turkey before 1967: visitors had only to become entangled in Istanbul's perennial traffic jams to learn otherwise.

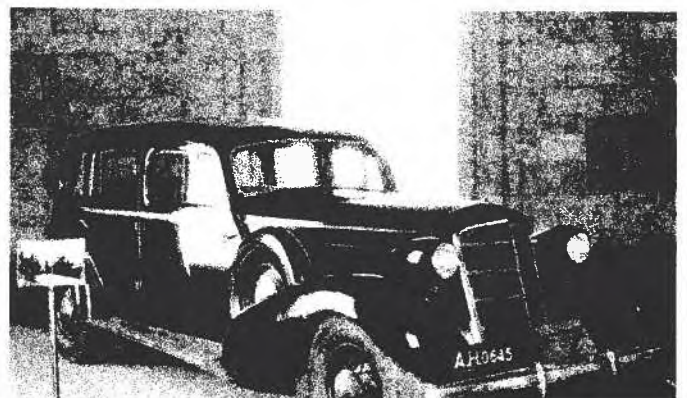
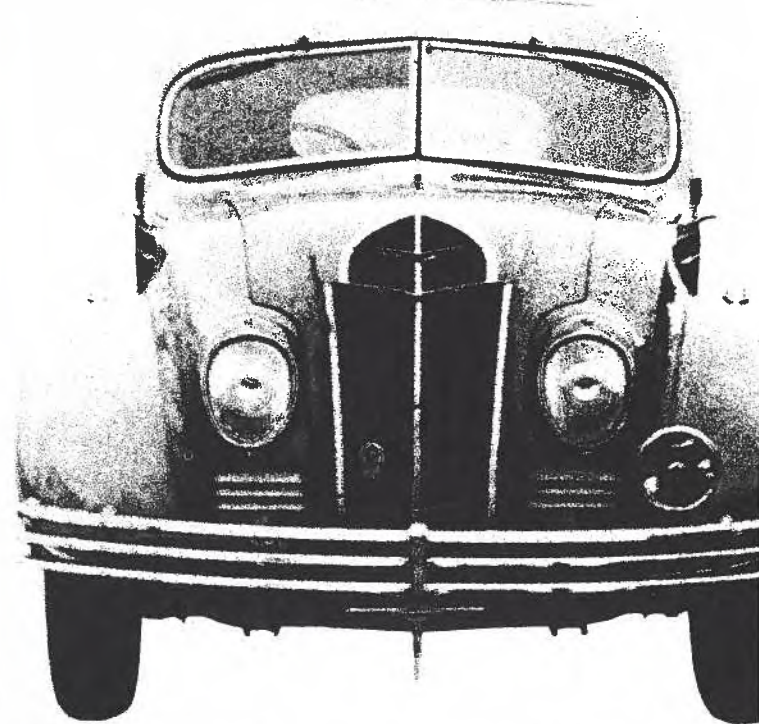
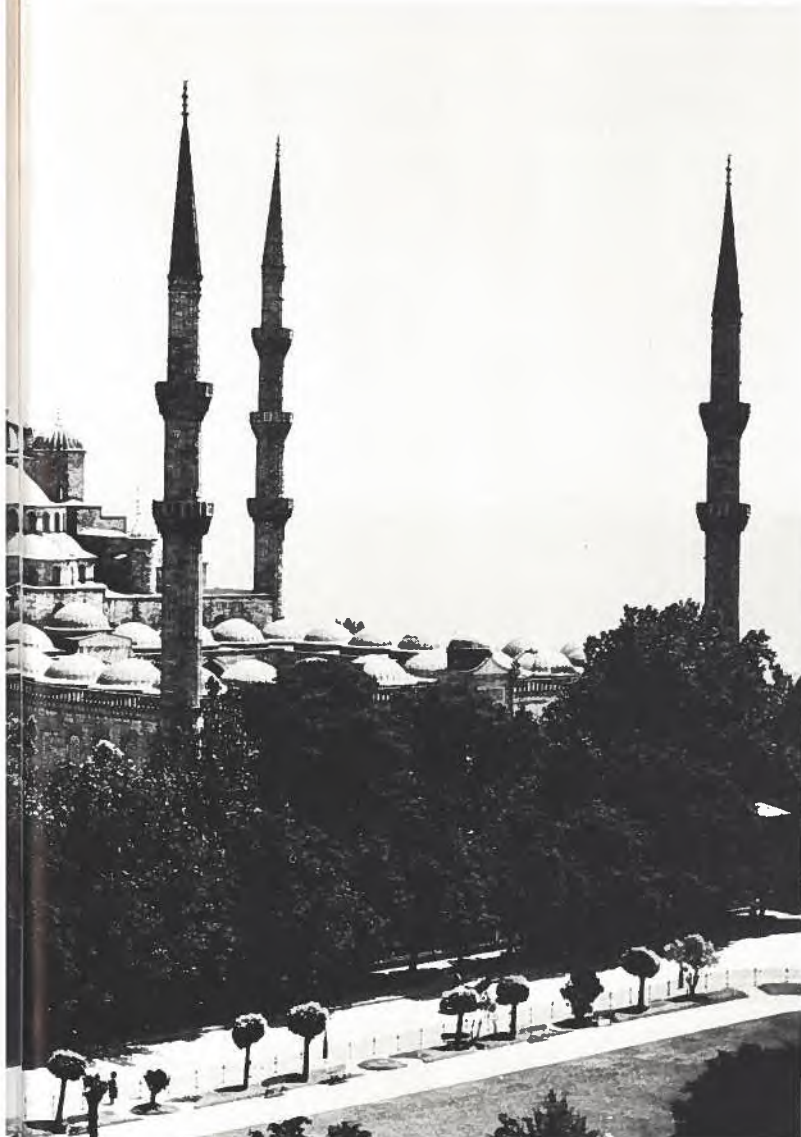
The great love affair with the automobile can be traced back to the 1930s. Kemal Ataturk (national hero, founder and first president of the Republic) waved to cheering masses from the depths of a Ford Lincoln. His example gave Detroit monsters a decided edge over European cars. It was also a fact that soft suspension systems developed for the unpaved roads of the American west and the Canadian prairies were more suited to the rough tracks that wandered across the Anatolian Plain.

Cars in Turkey seem to live forever. Half of Istanbul's 15,000 taxis and dolmuses (shared taxis) are pre-1965 models, and roughly 40% of the country's entire car population is ten years or older. Trucks have a shorter life expectancy, but it is not unusual to spot the odd pre-war Opel Blitz truck. Turkey, in fact, is a giant automobile museum displaying models long forgotten yet still chugging along as if nothing could ever stop them. It's almost as though the pro-

cess of aging does not apply in Asia Minor. The nostalgic car lover's heart will beat faster when he sees a shining Packard, Edsel, Kaiser, Studebaker or Borgward cruising through Istanbul or Ankara. A great many of the vintage vehicles are Chrysler products: Dodges, Plymouths and DeSotos represent the backbone of the taxi population. One taxi operating in Istanbul is a 1935 Plymouth, and rumor has it that a 1928 Dodge is still providing its owner/driver with a livelihood. Turkish ingenuity, persistence and patience keep most of the old cars rolling, and polishing cloths used with tender loving care maintain car bodies in remarkable condition. Through substitution of parts and their "adjustment" or "adaptation", drivers (cabbies and truck drivers often double as mechanics) have crippled cars back on the road in no time.

During the 1950s and early 60s, Turkish tastes appeared to shift in favour of GMC products, and by 1970 Chevrolet had become the leading make.

Turkey's delight in owning American cars, although by no means over, is waning, and the first signs became



noticeable during the 1960s. The two main reasons for this transfer of affection are the emergence of a domestic automobile industry, which resulted in a cut-off of rival imports, and the existence of a sizeable Turkish migrant worker population in Europe.

Turkish workers (approximately one million reside in Germany) are the only persons permitted to import an automobile into Turkey provided it is less than three years old (imports on waivers). Such imports accounted for 8,700 mostly German automobiles, buses and trucks (compared to 5,900 for the corresponding January-June period of 1975).

The following table clearly demonstrates the dominant position of Mercedes-Benz passenger cars and the declining popularity of American models.

#### Automobile Imports on Waiver January-June

	1975	1976
Mercedes	3,304	4,976
U.S. Cars	938	1,573
Others	480	624
Lighter than 1200 Kg.	1,048	1,447
<b>TOTAL</b>	<b>5,770</b>	<b>8,593</b>

Imports of American cars are expected to remain relatively small in relation to European marques, and may even claim a smaller share of the market in future.

Meanwhile, Turkey's car, bus and truck population is rapidly increasing. Registrations almost trebled from 112,400 in 1967 to 303,800 in 1974. During the same seven-year period, buses and minibuses jumped from 29,300 to 55,700; pick-ups and trucks increased from 96,800 to 168,000. The bulk of this improvement can be attributed to sales of domestic products. Between 1971 and 1974 passenger car output increased by 400%, and truck, minibus, and pick-up truck output more than doubled. Bus production soared by almost 40%.

#### Automotive Production (number of units)

	1971	1974
Passenger Cars	12,553	59,889
Trucks and Pick-up Trucks	12,571	21,982
Buses	802	1,114
Minibuses	1,886	4,574

The rapid increase in road traffic, most of it locally manufactured vehicles, plus the legions of roadworthy vintage cars, creates a significant market for accessories and replacement parts.

Another factor not to be overlooked is the spectacular rise in the number of traffic accidents in Turkey. During the period 1967-73, road mishaps increased by 110%, to over 35,000. The number of persons killed totalled 5,100, and 24,400 were injured. In fact, Turkey has one of the highest traffic fatality rates, accounting for 6% of the world's total road deaths. Forecasts for 1976-77 estimated fatalities at an unprecedented 10,000.

Incredible scenes can be observed on Turkey's highways, particularly along the infamous Istanbul-Ankara-Tehran route. It was designed for 10,000 vehicles per day, but now has to cope with four times that volume. Overturned trucks, smashed buses, and passenger cars reduced to grotesquely twisted scrap have become part of the scenery.

Even though a great many auto parts are manufactured in Turkey, imports of various components are steadily increasing. The 1975 estimate for imported parts was approximately \$140 million, two-thirds of which were spent by the domestic automotive industry. This figure represents a 35% increase over 1974. Engine parts and accessories imports increased by 53% over 1974. The 1975 imports included cylinder block assemblies and sumps worth \$2.8 million, while cylinder heads and liners amounted to \$3 million. Valves accounted for \$1.3 million, and other miscellaneous parts \$27.5 million.

Between 1972 and 1975, imports of gasoline engines increased from \$6.8 million to \$15.4 million; diesel engine imports grew from \$15.5 million to \$40.5 million.

Almost 70% of these imports are supplied by England, France, Italy and Germany (Turkish automobile companies are either licensees or affiliates of firms headquartered in these countries). The balance of the spare parts originate in the United States, Belgium (mainly spares for U.S. models) Czechoslovakia (for the Skoda assembly plant). Small quantities are imported from various other countries, including Canada.

The value of automotive parts and accessories exported from Canada to Turkey amounted to slightly over \$600,000 during 1974, but they declined to a mere \$244,000 in 1975.

During the period January-August 1976, Canadian automotive sales to Turkey were only \$117,000, representing a further drop of some \$20,000 as compared with the corresponding period for 1975.

The market for automotive parts is there and growing rapidly. Canadian manufacturers — if prices and quality are competitive with European suppliers — should not overlook the opportunities offered by the Turkish market.

Despite stringent import controls, automotive spare parts can be imported into Turkey relatively easily, provided items of similar quality are not locally manufactured in sufficient quantities to satisfy the market demand.

The Commercial Division of the Canadian Embassy in Ankara will gladly provide interested suppliers with names and addresses of importers and distributors specializing in this field. Write to:

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*Territory: El Salvador, Honduras*

L.J. Taylor  
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M.A. Bouchard  
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R.V. Castillo  
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*Telex: 73391 (DOMCAN 73391)*  
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J.P. McLachlan  
Assistant Trade Commissioner

B. Yeung  
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F. Chau  
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*Telex: 2346 (DOMCAN ND1 2346)*  
*Territory: Bhutan, Sri Lanka, Nepal*

V.G. Lotto  
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mercial)

P. Dingleline  
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C. Marshall  
Commercial Secretary

T.V. Subramanian  
Commercial Officer

R.C. Kamo  
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H. McNairnay  
Assistant Commercial Secretary

P. Pichette  
Assistant Commercial Secretary

A.A. Sonda  
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P. Hutasoit  
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Territory: Kuwait, Bahrain, United Arab Emirates, Oman and Qatar

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F. Veenema  
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P.R. Zalite  
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B. Adam  
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J. Sullivan  
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*Telex: 341293*

*Territory: Cyprus*

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**Canadian Embassy**

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*Telex: 61056 (DOMCAN ROME)*

*Territory: Provinces of Toscana, Marche, Umbria, Lazio, Abruzzi-Molise, Puglia, Campania, Basilicata, Calabria, Sicilia, Sardegna. Other countries: Malta*

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V. Wightman  
Counsellor (Agriculture) and  
Permanent Representative of  
Canada to F.A.O.

R.F. Andrigo  
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D.A. Rosenthal  
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*Territory: Provinces of Emilia-Romagna, Lombardia, Piemonte, Trentino-Alto Adige, Veneto, Liguria, Trieste, Val d'Aosta, Friuli-Venezia Giulia*

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Consul General and Senior Trade  
Commissioner

D.C. Webb  
Consul and Trade Commissioner

S.A. Bigsby  
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U. Boschetti  
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Y. Yazaki  
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S. Matsuura  
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S. Fukuda  
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*Republic, Tanzania, Uganda,*  
*Democratic Republic of*  
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*Tonga, Western Samoa, Fiji, New*  
*Caledonia, New Hebrides, Tokelau,*  
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*Telex:* Oslo 11880 (11880 DOMCAN)  
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**Diplomatic Enclave**  
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**Islamabad, Pakistan**  
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*Phone:* 21101-04  
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*Territory:* Afghanistan

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*Phone:* 463890  
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*Territory:* Bolivia

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365369CANADA  
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R.B. Mackenzie  
Vice-Consul and Assistant Trade  
Commissioner

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*Telex:* 40060 SJ DOMCAN  
*Territory:* Yemen, Arab Republic

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Transvaal (South Africa), Botswana,  
Lesotho, Swaziland, Mauritius, Reu-  
nion, Comoro Archipelago

M.B. Blackwood  
Consul General

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Provinces outside the peninsula —  
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D.P. Lindores  
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P.A. Holton  
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D. Horley  
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M.P. Joyce  
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S.J. Fowler  
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J.D. Blackwood  
Deputy Consul General  
(Commercial)

R.G. Sandor  
Consul and Trade Commissioner

W.J. Bonthron  
Consul and Trade Commissioner

R. Bilodeau  
Vice Consul and Assistant Trade Commissioner

D.L. Russell  
Commercial Officer

R. Campanale  
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Consul and Senior Trade Commissioner

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C. Van Bostelen  
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# Canada Commerce

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**Area:** 28,354 square miles (including 519 square miles of inland water).

**Population:** 692,000 (57% of English, Scottish and Irish descent; 37% French).

**Capital:** Fredericton, population 25,000.

**Largest City:** Saint John, population 53,000.

<b>Distances:</b>	Saint John	— Halifax	260 miles
		— Montreal	586 miles
		— Boston	420 miles
		— New York	640 miles
		— Toronto	920 miles

<b>Sailing Times:</b>	Saint John	— Australia	23 days
		— U.K.	9 days
		— Japan	18 days
		— Italy	9 days
		— Portugal	6 days

*Named in honour of Britain's royal House in 1784, New Brunswick was one of the four original provinces of the Dominion of Canada. It is roughly rectangular in shape, spanning approximately 200 miles from north to south and 160 miles west to east. The State of Maine is on the western boundary. The islands of Campobello, Deer and Grand Manan, southwest of the mainland, belong to the province.*

*The province is essentially a rolling plain, with a north-to-south range of hills just west of centre. The highest peak, Mount Carleton, rises to 2,690 feet, with several other points topping 2,000 feet. Forests cover more than 80% of the province, which is also blessed with important rivers — the St. John, St. Croix, Petitcodiac, Miramichi and Restigouche. The coastline is a series of deep bays, inlets and river estuaries. Most famous is the Bay of Fundy, where high tides raise the water levels by as much as 50 feet and bring in the plankton on which fish feed.*

*The first settlers were French, who founded small villages along the Gulf of St. Lawrence and on the lower reaches of the Saint John River. English-speaking migrants from New England established themselves in the Saint John Valley 1760-65, but the largest influx was in 1783, when 12,000 United Empire Loyalists fled from the United States. Saint John and the Miramichi towns were also a refuge for Irish Catholic immigrants. The Micmac and the Malecite tribes were the original inhabitants. The former fished on the Gulf of St. Lawrence, while the Malecite trappers attracted fur traders from France.*

*The Provincial Government is headed by a Lieutenant Governor appointed in Ottawa. The Legislative Assembly (whose Premier is the real head of government) consists of 58 members elected for a maximum term of five years. New Brunswick elects 10 members to the House of Commons in Ottawa and is also represented by 10 members of the Senate.*



# New Brunswick

*New Brunswick lighthouses stand sentinel over an international trade route vital to the national economy. The Canadian coastline — stretching from the Maine border by way of the North Pole and Alaska to the Pacific boundary between British Columbia and the State of Washington — is the largest of any nation. Canadian industry is also served by rivers and lakes that constitute one seventh of the world's supply of fresh water.*







The people and the land were there long before Confederation, and were enjoying a period of great prosperity during the "Golden Age" of wood, wind and water nearly 200 years ago.

Fish from their shores graced the dining tables of Europe and the British West Indies, and timber from their forests built the ships that carried merchandise into all the great ports of the world. By mid-19th century, when Canada's four western provinces were still unshaped wildernesses, and Newfoundlanders were struggling to achieve a sense of permanency on an island that Britain had used for centuries as a seasonal shelter for fishing boats, New Brunswick was already a major international commercial power. And, when Confederation was proposed, New Brunswick was one of its strongest supporters and first signatories.

One hundred and ten years later, New Brunswick is not a venerated,

well-to-do patriarch of the Canadian family but its least known province, and one of the less prosperous ones.

The slide from limelight to shadow began shortly after Confederation, when the country's centre of gravity gradually moved westward; trading patterns changed; new forms of transport developed, often replaced ships, and generally eroded the importance of Canada's eastern ports; secondary manufacturing accelerated and located primarily in Ontario and Quebec; and large, impersonal business complexes began to materialize, the better to capitalize on innovations in industrial technology.

New Brunswick either resisted the changes, was unaware of them or powerless to take advantage of them. The population remained isolated in small villages engaged in the individualistic occupations of fishing, forestry and shipbuilding, and faithful to the concept of using natural resources in

## Manufacturers gain a new momentum

*OLI COSGROVE,  
Office of Information and  
Public Relations,  
IT&C Ottawa*



*To keep the wheels of industry turning, New Brunswick stepped up its annual electricity output from 1,912 million to 6,271 million kwh during the period 1961-72. A 1.2 million kw nuclear power station at Point Lepreau is one of several projects planned. The Irving oil refinery at Saint John recently completed a mammoth expansion program.*



their primary state. There was little manufacturing, and that stayed in the hands of families or small firms who neither kept up with new technology, nor could compete with products that were turned out in geographically-favoured Central Canada.

Industrially, the province fell into a coma. Efforts to rouse it have been numerous and, until recently, largely unsuccessful, defeated by a combination of unfavourable freight rates, inadequate internal transport facilities, relative isolation of the population, lack of skilled workers, limited capacity of branch plants or their export potential controlled by head offices outside the region or country, lack of aggressiveness, poor marketing techniques, insufficient financing.

A turn-around began in 1961, partly because of better government industrial strategy and financial assistance for business, and partly as a result of an improved educational system which

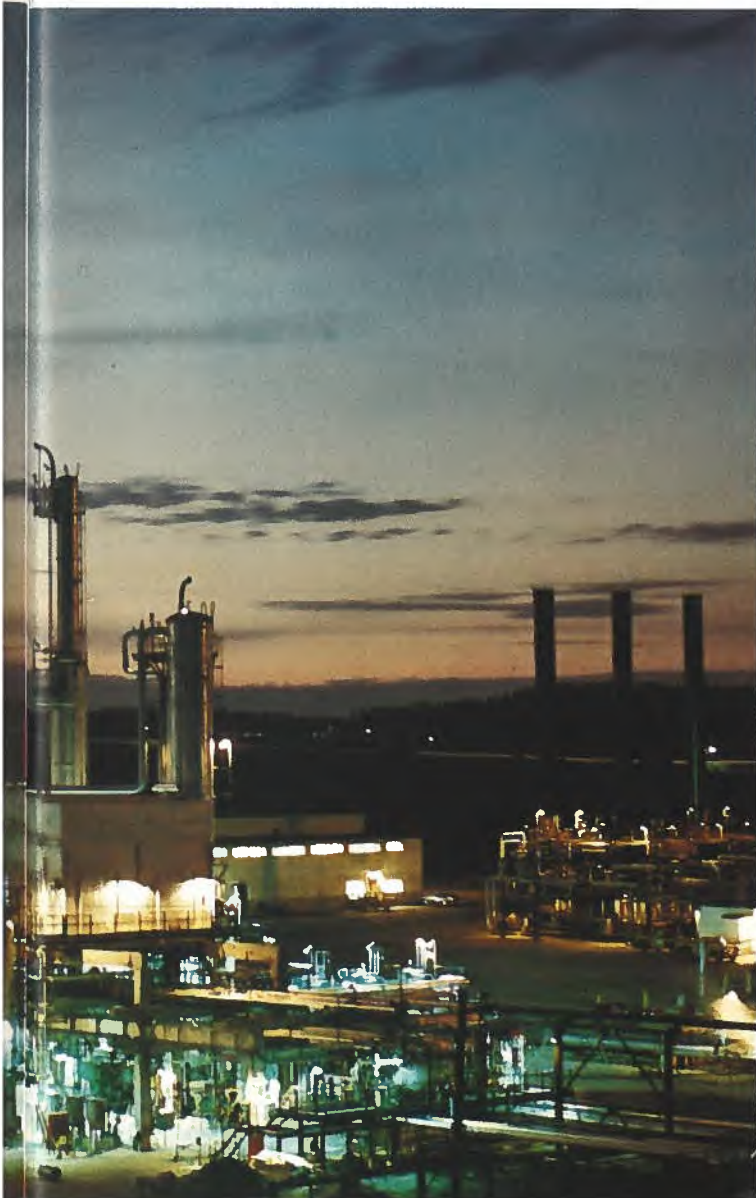
is producing not only a more skilled work force, but also a population that is regaining its confidence and, for the first time, an entrepreneurial class.

Developing also is a move toward manufacture of more products that do not rely on the province's natural resources, abundant though they are. Electrical and plastics products, machinery and metal fabrication and chemical products are helping to diversify the industry. Natural resources are, however, the mainstay of the economy and are now being examined for upgrading possibilities within the province. The government is also looking at world supplies and markets before developing ore bodies to improve chances of gaining the best possible returns.

Another departure for New Brunswick is scrutiny of imports with an eye to manufacturing at home anything that is imported in sufficient quantity to support a local operation.

Between 1961 and 1974, the number of jobs in the manufacturing sector increased by 7,500, wages and salaries more than tripled, and the value of manufacturing shipments increased 306%. The value of the shipments in 1975 reached a record \$1.6 billion — a 15% increase is expected for 1976 — and new capital investment in manufacturing that year, when Canada as a whole suffered a slow-down, reached a record \$254 million.

It may have been slow off the mark, and to a degree is still feeling its way, but New Brunswick is definitely moving in manufacturing.





## The Self-effacing Land of Promise

*HARRY TRAYNOR, Editor*

It's that season of the year when politicians and statisticians consult computer readouts, gaze into the crystal ball and then forecast future trends in the national economy. Elected representatives on government benches tend to be more optimistic than members of opposition parties, but no such generalization can be applied to economists. From their ranks have come false prophets, some of them illustrious figures whose warnings of doom

and financial disaster are supported by convincing signs and portents. Just as numerous as the Job's comforters are those economic soothsayers who would have us believe that every dawn will be bright and beautiful.

Canadians who live in highly industrialized areas are more contemptuous of depressing forecasts than Maritimers; history, and possibly Atlantic weather, has mentally conditioned them to prepare for the worst and dis-

*Like the six-footer in a team of basketball giants, New Brunswick is dwarfed by most other Canadian provinces. School text books list the provinces in descending order of size. To a youngster it reads like the standings in an ice hockey league table. Third from the bottom is New Brunswick, keeping company with two more Atlantic areas.*

*Is there in these early seeds of knowledge a root cause of New Brunswick's slow emergence as an important industrial entity?*



count all optimistic forecasts about what the morrow might bring.

The conviction that Lady Luck seldom smiles upon eastern provinces is inherent in Maritimers. They will argue that the economic plight of the region gives little cause for optimism. But any foreign student of Canadian history could point to a curious phenomenon which may explain why, not just Maritimers but all Canadians are less assertive than Americans and have neither the *savoir faire* of the European nor the imperious air of the exiled Englishman. The foreign observer might claim that Canadian modesty has been instilled by many generations of elementary schoolteachers. It had its beginning on days when young minds deserved some respite from the bewildering complexities of mathematics. Infinitely more absorbing than digits and decimal places are the rudiments of geography. In countless schoolrooms the teacher would busy herself at the blackboard.

First, the white outline of Canada's land mass, and then the provincial boundary lines: vigorous, confident strokes for Ontario and Quebec because rough approximation is excusable when carving up such vast areas. A much more delicate operation was shading the small patches representing Atlantic provinces.

Few teachers could resist the temptation to turn the chalk broadside and complete their artistic efforts in a flurry of white dust: a solid blob for Ontario, a bold criss-cross pattern denoting Quebec and a continuous squiggle running down the length of British Columbia.

Comparisons were not odious for scholars inhabiting one of the giant provinces. The pronounced, sometimes painful feeling of inadequacy which young children feel in the presence of schoolteachers is lessened by the knowledge that one belongs to a province

that is approximately 167 times (B.C.), or 189 times (Ontario) or 272 times (Quebec) bigger than Prince Edward Island.

Brunswick are still reminding their young charges that they belong to the founding provinces of Canada. But the same claims can be made for Ontario and Quebec, both of which have cities with metropolitan populations greater than the combined total for the entire Atlantic region.

Preoccupied with the task of instilling national pride, too many Canadian educators have turned a deaf ear to the pupils whose off-key whistling perpetuated Tin Pan Alley legends about the length, breadth and wealth of the Lone Star state (which ranks a poor third to Quebec and Ontario in size and could be tucked away in a corner of the North West Territories).

Consult almost any text book or encyclopedia and there's an early reminder that New Brunswick is the eighth largest province, that the capital, Fredericton, has fewer than 25,000 inhabitants, and that the population of Saint John, the largest city, does not exceed 53,000.

The early seeds of learning take root and survive most lifetimes. So how could anyone forget that primary listing of Canadian provinces? The rival claims of Quebec and Ontario can be disputed on grounds of industry, trade and commerce; but New Brunswick's rating, eighth in the "provincial league", is never challenged. Amidst decades of eulogizing about Canada's place in the sun, how often do Canadians remind themselves that the Netherlands and Belgium would fit comfortably within the boundaries of New Brunswick? Both of those European countries are obliged to invest millions of dollars annually in keeping the North Sea at bay. Enormous sums are poured into schemes for reclaiming

*The quest for better industrial programs, production, products and profits is, in the final analysis, a human wish to be able to afford — and preserve — the beauty and bounty of the country we inherited from visionaries and voyageurs.*



*Saint John planners have scale models of a magnificent 14-acre Market Square civic and commercial centre, with retail stores spread over 355,000 square feet; but steeped in history is this shopping precinct in the Old City Market.*



land, inch by inch. True, Holland isn't affected by the spruce budworm plague that is endangering Maritime forests. But trees are such a rarity in Holland that the Dutch might wish they could trade all their man-made dykes for just a fraction of New Brunswick's wooded slopes. Ironically, while land erosion is a major threat on the coast, Amsterdam's newest port facility involved the removal of one hundred million tons of soil.

Four countries in Western Europe have cause to be envious of New Brunswick's natural wealth, water resources and wide open spaces that allow ample room for expansion.

Not anywhere in the text books of Dutch, Danish, Belgian or Swiss scholars is emphasis placed upon the small size of the country in relation to other nations. The Dutch take pride in their triumphs over wind and tidal waves. Belgian children grow up in the knowledge that historians labelled their homeland the cockpit of Europe. The armies of foreign invaders repeatedly reduced the population and devastated towns and countryside, yet the ten million Belgians crowding an area less than half that of New Brunswick can compete successfully with their European neighbours by the simple expedient of importing the raw materials needed to turn the wheels of industry.

The only natural resource abundant in Switzerland is water. But, wait, the four great rivers that spring from the Swiss Alps are commercially more important to the countries they serve beyond Switzerland's frontiers. It is said that Alpine trout are more succulent than those caught in New Brunswick waters, but the tiny country is landlocked, remote from the salt-water harvests of the Bay of Fundy. And 6,500,000 Swiss, ten times as numerous as New Brunswickers, must be fed, even though the area of arable land is



*From New Brunswick forests came the tall masts of China Clippers and other sailing ships that immortalized the opening of world trade routes. More profitable for New Brunswick is its modern role as world supplier of seed potatoes.*



much less than the farming regions of New Brunswick.

Food and shelter are specialties of Switzerland. Millions of tourists flock to Swiss mountain and valley resorts each year, yet almost identical attractions in the Austrian Tyrol and the Italian Dolomites capture but do not hold as high a percentage of foreign visitors. Motorists enjoy the beauty of Austria and North-east Italy en route to or from their vacation base in the land of William Tell. Why? The reason may be found in the hundreds of different travel brochures issued by national, regional and municipal tourist agencies. No other European country lures visitors with the efficiency of the Swiss, most of whom speak English yet recognize four official languages — French, German, Italian and Romansh (a form of Latin).

Switzerland cannot offer sea and sand, two holiday attractions which abound in New Brunswick. The Bay of Fundy stretches for 160 miles, has many picturesque villages and stages daily one of Nature's most remarkable shows. If Spain or Italy could be blessed with such spectacular tide levels, tourist figures, already the highest in Europe, would jump by several million annually.

Those Canadians whose roots are in the far west might argue that New Brunswick doesn't boast the lofty mountains that draw skiers to the Rockies and the Alps. True, but the leisure delights of skiing were popularized, not by the Swiss, or British Columbians or the French or the Austrians or the Italians. It was a somewhat dowdy Englishman who first swooped down the slopes above St. Moritz and established a winter sports industry. Today, such a man would be dubbed an entrepreneur, a term that is used in every prayer offered up for the economic deliverance of New Brunswick.

Government representatives in Fredericton — federal and provincial — stress the need for entrepreneurs, men who can attract new industries, create jobs, reduce unemployment, produce profits, improve the general standard of living, banish industrial discontent — and do all this without polluting the air or water, or causing traffic congestion or despoiling the countryside or littering the beaches.

Various government agencies give a high priority to programs for expanding trade and industry in New Brunswick. Financial aid is available to companies which show promise of improving the provincial economy. Sympathetic ears and helping hands are to be found in almost every branch of government service, federal and provincial. Having said that, it must be admitted that, from the vantage point of the layman, the public service is a bewildering labyrinth. To which department, in which section, at what level should advice be sought? There is no simple solution, if only because the individual businessman regards himself as a specialist and the circumstances of his case unique. This issue of CANADA COMMERCE could be filled with names and telephone numbers of government officers who are willing and able to offer assistance to potential tycoons, but no list could meet every requirement and this is, after all, a magazine not a directory. What can be offered is a message, a simple, fundamental truth. It's this: tomorrow's industrial giants will find their way through the maze of government bureaucracy. If Joe Blow is seemingly impotent or unhelpful, they will try a different telephone number, knock on another door, try a new approach. Mediocrity exists in every segment of society and has been known to stalk the corridors of power. There is a second fundamental truth which should not be ig-

*It was a golden era for Atlantic provinces when ships were the only communication link with other continents.*

*Today, industry relies upon electricity, oil and gas. New Brunswick's plans for electricity generation, oil refining and the importation of liquified natural gas from Algeria hold promise of prosperity which will benefit all of Canada.*

nored by the ambitious businessman: government agencies can be powerful allies. No exporter or importer can ignore the laws and regulations of the foreign countries with which he does business.

There would appear to be a special formula for defining tariff rules: never use simple easy-to-understand terms, and don't go in for short sentences. It's the same the world over; complex phrases, the stringing together of umpteen qualifying clauses, and a plethora of asterisks, brackets and numbered references to preceding paragraphs. Comprehending such documents is a mind-boggling operation even when the language is familiar, but some English and French translations of rules drawn up in South America, the Middle East or in the Orient virtually defy interpretation. That fact should not deter a New Brunswick company with export aspirations. Think of the federal government's 88 embassies and consulates as overseas market intelligence agencies. The trade commission personnel at each post abroad are not simply flag wavers and dispensers of maple leaf lapel pins. Jim Leach, our Commercial Secretary in Lima, Peru, is a native of Moncton, New Brunswick. He is well aware of Maritime trade problems. Equally important, Jim is familiar with the business opportunities which exist in Peru. His overseas experience also includes spells in The Hague, Santiago and Islamabad. A bureaucrat, yes, but like many of his colleagues in the Department of Industry, Trade and Commerce, Jim came from the private sector. And where better to appreciate the value of the taxpayer's dollar than with a firm of accountants founded by a McDonald and a Currie?

Most New Brunswick telephone directories read like a roll of Scottish clans, which brings us back to that diffident streak which, according to some

outside observers, seems to permeate Canadian society and is most pronounced in the Atlantic provinces. Third and fourth generation Canadians of Scottish descent may not be aware of the old Scots belief that one's "station in life" is preordained and that attempts to climb above the social level at birth is an expression of self-conceit which will eventually bring down the wrath of Heaven. The parents of John Logie Baird (father was a man of the cloth) laboured that point so much that the inventor of television was almost ashamed to make any bid for public recognition. American historians scarcely acknowledge the existence of Baird, yet his television system was demonstrated in a London department store (owned by Gordon Selfridge, an American) months before the first experimental TV system showed promise in the United States.

There's an ancient Scots proverb which many Maritimers have taken to heart. "What's for ye' won't go by ye'." In other words, resign yourself to whatever fate has in store. Only when the future held so little promise — because of English harassment and poor harvests — did the Scots desert their native heath and set out across the ocean. Not the prospect of adventure but a whole series of past misadventures was the spur. To the North American continent they brought their Presbyterian faith in Divine providence and an ingrained acceptance of the theory that all men are not created equal. Any reader who would challenge that statement should consult a friend who has followed the fortunes of Angus Hudson, the Scottish butler in the television series "Upstairs, Downstairs." Honest; hardworking; proud; not servile yet happy to serve; not demonstrative, except in his condemnation of those who display happy emotions.





*Send a photographer to any industrialized country and he would return with a similar pictorial record. But these pages, stored in archives for the benefit of future historians, will eventually offer valuable clues to the enterprise and business acumen of Canadians in the 1970s. Judgement will be made, not simply on evidence of New Brunswick's efforts, but upon the contribution made by other parts of Canada.*

Far from being a caricature, the television character portrayed by Scots actor Gordon Jackson epitomizes a type of emigrant easily recognized by the foreigner who takes the trouble to analyze what ails the economy of New Brunswick. Certainly there are other factors, and scores of economists have produced miles of statistics to support their diverse arguments and conflicting solutions. Had the first emigrant ships that sailed into the Bay of Fundy contained statisticians, no anchor would have disturbed the teeming waters of New Brunswick.

Let those who must have facts and figures jot down the minerals that lurk beneath New Brunswick forests and meadowlands. List the different species of fish in the rivers and sea waters of the province. Measure the acreage of arable land. Calculate the number of trees. Tabulate the rail mileage from the port of Saint John to the industrial centres of Quebec and Ontario. Exercise one of those electronic calculators by feeding it the relative costs of discharging an ocean freighter in New Brunswick or sending it down the St. Lawrence River to Montreal or Toronto. Assess the economic potential of being close to the States of Massachusetts and New York. Unroll oceanic charts and plot freighter routes to the world's major ports.

The final calculation — the most vital in any Canadian economic equation — is to put a valuation on the links between New Brunswick and other Maritime provinces, the industrial heartland of central Canada, the Prairie region and British Columbia. Representatives of the federal and provincial governments have fat files that trace the history of incentive programs, financial grants and umpteen schemes for improving the economy of New Brunswick.

Every Canadian is aware of the fact that some tiny fraction of his tax dollar may be needed in the Maritimes, that area embraced by provinces which, in terms of size and population, rank seventh, eighth, ninth and tenth. Other expenditures of the average Canadian will indirectly support local radio and television stations, which draw their revenue from main street stores, soft drink purveyors and detergent manufacturers. The vast majority of those radio and television stations ignore the existence of New Brunswick, except perhaps when a man with two heads climbs a church steeple in Moncton. Bizarre happenings in the Atlantic region do get space in newspapers published west of Quebec City. A disastrous fire in Vancouver is guaranteed coverage by the media in Saint John, but the plain truth is that any newcomer to Canada will learn precious little about the economy and everyday life of the country from local newsmen.

Some outside observers contend that Canadians should work harder at getting to know the people in distant provinces. That claim should be interpreted as advice rather than criticism. These same observers would recommend more travel by New Brunswick businessmen. A study of airline passenger lists revealed that German and Japanese industrialists were the best non-tourist customers on international services. The American soft drink signs that decorate buildings all over the world are testimony to the enterprise of U.S. exporters.

It's been said so many times: export for economic survival. Hundreds of federal and provincial government officers preach that gospel, offer advice, administer financial assistance programs and help to attract new industries and new customers to New Brunswick. This magazine is one of the pro-

motion tools, its message directed at Canadian companies. But during 70 years of publication, CANADA COMMERCE has never before turned the spotlight on a single province. These pages normally concern themselves with the pots of gold that await Canadian businessmen who venture to the end of distant rainbows.

There has not been a switch in editorial policy: foreign trade is still the lifeblood of our economy. What has changed is the magazine's perspective on New Brunswick. Suddenly we focus attention on the natural, manufacturing and human resources of one of twelve regions in Canada. A skillful pen could draw up an attractive New Brunswick prospectus, listing the province's wealth in forestry, fish and minerals. But the most valuable assets are people — the citizens of New Brunswick, their Maritime neighbours and inhabitants of the provinces that stretch westwards to the Pacific.

Neither Switzerland nor Japan is rich in natural resources, yet, thanks to human endeavour, both enjoy degrees of industrial prosperity beyond the dreams of the most optimistic Maritimer. Thousands of miles separate Japan from her best market (which borders New Brunswick). Swiss watches are sold in the smallest New Brunswick town, and housewives with keen eyes will quickly discover a store that specializes in Swiss cheese.

About those Swiss watches: after decades of a near-monopoly in high quality timepieces, Switzerland was suddenly challenged by the electronic digital watch, which is the brainchild of computer technologists and is now widely manufactured by companies that threaten a mainstay of the Swiss economy. Naturally, the government in Berne is concerned about the plight of the country's watchmakers and is providing various forms of assistance.

But the real solution depends upon the technological skills and resourcefulness of Swiss engineers and marketing experts. In short, economic salvation depends upon people.

The October 1976 issue of CANADA COMMERCE referred to Japan as "one of the world's dominant forces in terms of technological know-how, industrial output and marketing skills". Lest some New Brunswick businessmen have been wishing that more of that dynamism could be infused into the Maritime economy, consider these final statistics. The bulk of Japanese industry is located on the island of Honshu, which is only three times larger than New Brunswick, yet has a population of approximately 75,000,000. Air and water pollution problems have reached crisis proportions in Japan, and not even the most ambitious (and financially crippling) remedies could turn back the clock and give the Japanese environmental conditions like those enjoyed throughout the Atlantic region. That fact is worth remembering when Japanese freighters berth in Saint John and discharge cargoes of cameras, transistor radios and television receivers. But Canadian exporters — in New Brunswick, Quebec and Ontario — should also note that these same Japanese ships are returning homewards with empty holds. That state of affairs would not continue if we redoubled our efforts to sell Canada and things Canadian.



## Mineral wealth awaits the entrepreneurs

Twenty-five years ago, New Brunswick was producing enough coal to fire a few thermal electric stations, some gypsum and limestone, and had an oil and gas field — proudly billed as the only one in Atlantic Canada — which had been faithfully coughing up fuel in stingy amounts since 1910. As far as anyone knew, that constituted the province's mineral wealth.

Today, the province leads Canada in the production of antimony, ranks second in zinc and bismuth, fourth in lead, silver and cadmium, has rich deposits of industrial minerals and structural materials, and some non-metallic and energy resources. There's more: with inventory of its mineral assets barely begun, New Brunswick is shaping up as one of the most favourable areas in the world for investment of high-risk exploration capital.

The rags-to-riches transformation began in 1953 with the discovery of huge zinc, lead, copper and silver deposits in the northeastern or Bathurst/Newcastle region. It set off one of the largest staking rushes in Canadian mining history. Forty-one thousand claims were recorded that year, and hundreds of millions of dollars were spent in a fevered search for additional deposits. More than 30 major finds resulted.

One of the drawbacks to exploration at the time was a lack of geological information. While vast areas of the 28,000-square mile province are still geologically unexplored, most of it has been mapped during the last 20 years, and the information, a data base worth nearly \$3 million, is available to companies interested in getting something going in New Brunswick.

The Provincial Government certainly would like to see more action. There's much more ore in the ground than has come out of it, the province wants to ditch its reputation for high unemployment and create many long-term jobs, and the world needs some of the very minerals that New Brunswick has most of such as zinc, lead and potash. As well as high geological potential and a handy guide to the most likely strikes, the province has mining legislation and a tax structure to encourage exploration and development. The tax rates are among the lowest in Canada and mining legislation, which dispenses equal treatment to multinational corporations and individual prospectors, has been copied by some U.S. states.

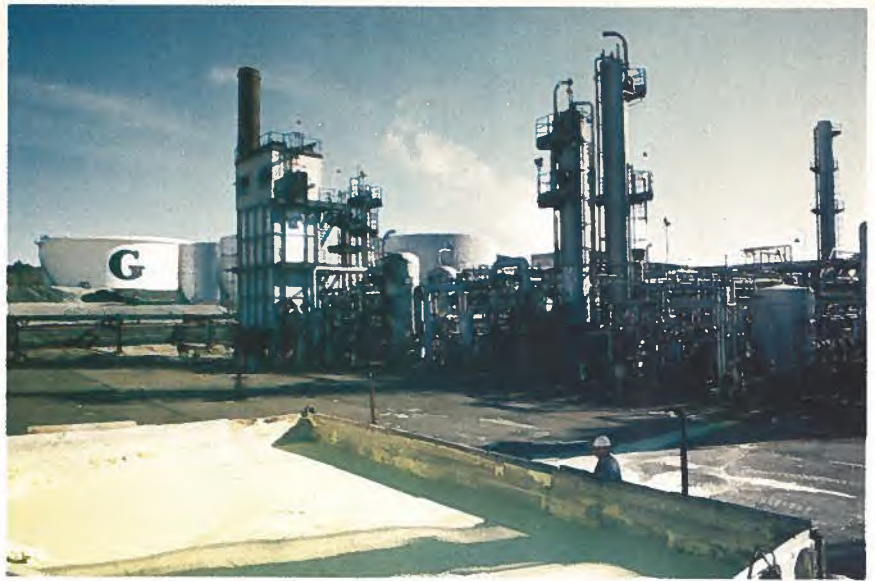
Companies seem to like what they are being offered. For the last three years, when activity has been decreasing in other provinces, expenditure on exploration, development and expansion has been increasing in New Brunswick to the point where there has been more activity in more parts of the province in a greater variety of minerals than ever before.

In 1974 there were 75 companies and individuals exploring in the province. That increased the following year to more than 90 companies from Canada, the U.S. and Europe, and it is expected that the records for 1976 will show more claims staked than in any of the previous 20 years.

*Zinc production, which accounts for 60% of New Brunswick's mineral output, rose from 333 million pounds in 1974 to 406 million pounds in 1975 — this despite a world decline in consumption and prices.*

*The 1975 provincial total for lead, zinc and copper totalled 557 million pounds, making mineral extractions worth \$251 million.*

O.C.



## The layman's guide to a treasure-trove

New Brunswick's potential for valuable mineral discoveries is one of the best in the world, and its mining industry is young and underdeveloped. The combination creates excellent opportunities for established companies in a number of areas — exploration, development of known deposits, smelting and refining, and start-up of industries related to primary production, to name a few.

"We have potential for a lot of things," says Dr. Richard Potter, Director of the province's Mineral Resources Branch, Department of Natural Resources. "We want people to come in and look for them."

Geological mapping programs have unearthed evidence of numerous promising deposits, some of which are:

Copper, nickel and cobalt in the St. Stephen area in the southwest.

Zinc, lead, copper and silver in the Bathurst/Newcastle area.

Copper, molybdenum, silver and apatite in the northern and northwestern regions.

Copper, lead, zinc, gold and silver, including the large tonnage, low-grade copper and molybdenum "porphyry type" deposits of which few are known, in many areas of the province.

Peat in the Acadian Peninsula.

Tungsten, molybdenum, tin, beryl and fluorite in many areas.

Barite, copper, zinc, lead and silver in southern New Brunswick.

Limestone, dolomite and copperiferous sandstones in many areas.

Coal, oil, gas and uranium, for which adequate exploration has never been carried out.

One of the mineral industry's main problems is low recovery of metals from ores in the Bathurst/Newcastle area. Existing producers, and owners of deposits who lack technological know-how, are open to co-operation from companies experienced in process metallurgy.

The field is clear in the northern part of the province for the establishment of secondary industries that consume large quantities of zinc, lead, copper and some other metals.

Industries that process primary resources, or add further value to resources that are now only partly processed in the province, are eligible for cash grants from government, based on the total capital investment and number of jobs created.

A priority is establishment of a standard-size (100,000-tons) zinc smelter plant to process zinc concentrates which are produced in the area. The combined 1975 concentrate production of Heath Steel Mines Ltd. and Brunswick Mining and Smelting was more than sufficient to support two plants. Concentrates would also be available from a number of small base metal producers who now ship them out of the province, and from recently discovered deposits in Atlantic Canada and the Arctic.

*As in other parts of Canada, the Atlantic region wants to process its natural wealth, thereby creating more jobs and exercising the country's technological skills.*

**O.C.**



*Coal triggered the Industrial Revolution in Britain and Europe. New Brunswick's exploitation of underground wealth started with coal mining in the Minto area. In the mid-1950s valuable deposits of copper, lead, zinc and silver were developed in the Bathurst/Newcastle region. Manganese was discovered near Woodstock.*

## **Seek, mine, refine: the end products are healthy dollars**

Mining is New Brunswick's fastest-growing industry. In a period of 15 years, 1961 to 1975, the annual value of mineral production jumped from \$18 million to \$251.4 million, and projections have the figure continuing its healthy climb.

Non-ferrous metals, primarily zinc, lead and copper extracted from ore bodies in the Bathurst/Newcastle area, contributed \$221.4 million to the 1975 value. The Bathurst/Newcastle area also offers the most potential for further development. While deposits there constitute the province's most important finds to date, all were discovered either at the surface or immediately beneath the overburden. There have to be plenty more lying at deeper levels.





## New Brunswick

*On another page the population of Saint John is given as 53,000 but nearer 110,000 live within a 12-mile radius of the harbour. These locals lay claim to being the Atlantic Region's most prolific producers of manufactured items. Halifax might dispute that claim.*

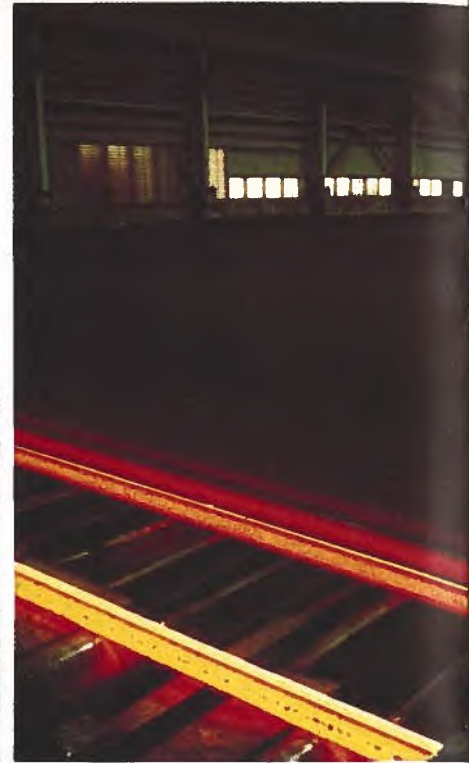
Structural materials, led by stone, sand, gravel and cement, run second in value at \$16 million, while fuels earned \$7 million, and industrial minerals \$5.6 million. The industrial mineral sector is expected to assume much greater importance with development shortly of recent potash finds.

Only three base metal mines are currently in production. Five other deposits in the Bathurst/Newcastle region, and another in the southern part of the province containing tin, tungsten and fluorite among other minerals, are in final stages of exploration, development and metallurgical testing. And at least another 15 promising deposits are staked and await further exploration.

The Canadian Noranda Group's Brunswick Mining and Smelting Corp. is the largest mining operation in the province. Facilities currently consist of a concentrator which in 1975 produced 357,000 tons of zinc concentrate, 170,000 tons of lead concentrate and 28,000 tons of copper concentrate, a smelter which processes 98.5% silver, lead, copper, bismuth and antimony using lead from the concentrator, and a fertilizer plant which utilizes the sulphuric acid generated at the smelter.

The concentrator, which currently processes ore bodies from two mines — a 3,100-foot shaft operation at the main site 20 miles west of Bathurst, and an open pit site nearby — is the third largest zinc and lead producer in Canada. But on completion in 1979 of a \$53 million expansion, which includes a new, 4,500-foot mine, it will become the second largest.

The company will also expand the lead smelter, now the sixth largest in North America, will improve the concentrator's metal recovery performance; has announced intentions to develop a 14-million ton copper ore body, and is considering building an electrolytic zinc reduction plant. The



*Another touchy subject is spelling: it's S-A-I-N-T John, New Brunswick, St. John's, Newfoundland. Both cities were named after the same man, Saint John the Baptist. For saying the right thing to the wrong person, his head was served on a plate.*

new operations would require a capital investment of \$250 million to \$300 million over the next 10 years, and would increase company employment from 2,400 to more than 3,500.

U.S.-owned Heath Steel Mines Ltd., 30 miles northwest of Newcastle, is also expanding. Capacity will be increased from 3,000 to 4,000 tons a day, and employment by 160 to 650. The third operation, Nigadoo River Mines Ltd., near Bathurst, has a mill capacity of 1,000 tons per day.

The zinc concentrates from all three mills are shipped to Europe for further processing. Nearly all of the lead and most of the copper concentrates are processed further in Canada.

There are only two known antimony mines in the western world. One is in New Brunswick, 25 miles west of Fredericton. Demand for its product, a premium concentrate of 65% antimony, is so high that all customers in Belgium, Germany, Japan, Italy and the U.S. are on quotas.

Consolidated Durham Mines and Resources says it could sell twice its current production of more than 4,000 metric tons a year, and has a heavy exploration program. Operating since 1971, the mine is good for approximately another four years.

Provincial government geologists first discovered potash deposits at Sussex in 1971, and two years later at Salt Springs near Saint John. Both deposits have been turned over to private companies for development. Unlike rights to exploration and development for most minerals, obtained by staking claims, rights to salt, potash and related minerals are obtained by agreements negotiated with the Minister of Natural Resources.

Potash Co. of America, the second largest producer and marketer of potash on the continent, won rights to develop the Sussex deposit. The Cana-

dian subsidiary of International Minerals and Chemical Corporation, the world's largest private producer of fertilizer materials, is working on the Salt Springs deposit.

Both companies, American-owned, will be required to offer a minimum 25% equity in the potash operations to Canadians, and to produce and market a minimum tonnage within a specified time once production starts. It is hoped that production will be 750,000 tons a year at Sussex and 500,000 tons annually at Salt Springs.

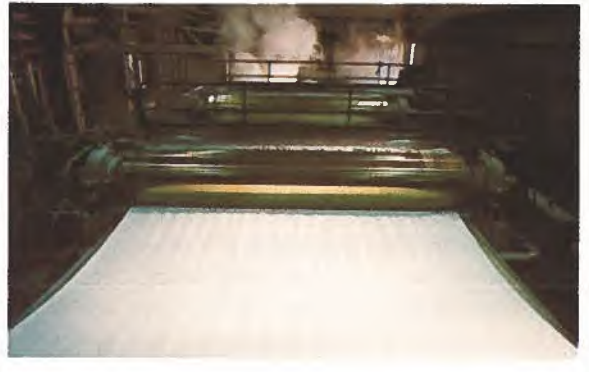
Canada's peat reserves are the second largest in the world and the most underdeveloped. In New Brunswick, which currently produces 25% of Canada's peat, the resource is mostly exported in bales, contributing a minimum of employment and added value, despite the fact that it is of higher quality than most of the peat grown in other countries. It has low ash and sulphur content. Known reserves total approximately 35,000 acres but actual reserves are thought to be much greater, and an official inventory is currently underway. Potential for large-scale development is particularly good in the Acadian Peninsula which has almost half the provincial reserves and which now is tapping less than 20% of them. Plants producing briquettes, peat coke, activated carbon, oil absorbant, fertilizer, wallboard, insulation materials and other products could provide employment for 1,500 people.

If development and expansion of numerous projects now under consideration is carried out, capital expansion in the mining sector could reach \$900 million during the next 10 years, and direct employment could double to 8,000.

O.C.

*Woodsmen ignored the simple Bible truth: "whatsoever a man soweth, that shall he also reap." Sawmills devoured forests of pedigree white pine, but few seeds were sown to perpetuate the species.*





*With public attention focused on rising pulp prices, depressed timber sales and the scourge of spruce budworm, there's a tendency to overlook the fact that New Brunswick forests, which spread over 80% of the province, have an abundant animal population. Moose, black bears and deer are prevalent. It is also the domain of the beaver, marten, mink, otter, rabbit and skunk. In more open areas, partridge, pheasant and woodcock abound.*

## **Forestry Is Out On A Limb**

How can an area be nine-tenths covered with forest and still be short of trees? When New Brunswick found itself in this predicament in 1971, it launched a study to find out. There's a lesson in it for any government or industry which interprets a plentiful supply of a renewable resource to mean that it is limitless.

New Brunswick has a larger proportion of forest than any other province, and nearly all of the area, 15.6 million acres, is capable of growing repeated crops on 50 to 100 year rotations. The original stands of the forest were mixed, fortuitously balanced with good commercial species of hardwoods and softwoods, and gave rise to an industry that has always been the mainstay of the province's economy. The manufacturing phase of the wood industry alone employed nearly 9,000 persons in 1971, and timber harvesting provided another 3,700 man-years of work. There were approximately 10 pulp and paper mills, 140 sawmills, and 85 plants making secondary products such as boxes, furniture, boats and canoes. All in all, the industry contributes 23% of the GPP.

A surge of expansion hit the industry as late as the mid-sixties, and continued for a few years. New plants were built, and old ones were expanded. The future looked bright. Today, some plants are going into down-time or short-time, and the wood industry is wondering where its next log is coming from. The white pine, once king of the forest in these parts, is wiped out. Other types of pine, spruce and fir are in short supply. Choice hardwoods are scarce, but there is a surplus of other hardwoods, and more cedar than technology knows what to do with.

From a surplus to shortage situation in 10 years. How did New Brunswick fall into this sorry state of affairs? Couldn't anyone see it coming? Nor is New Brunswick alone in the predicament. Scandinavia has already run out of economical quantities of wood suitable for pulp and is importing it, and wood supplies in North America are dwindling. The shortage in New Brunswick means that its forests have reached the limits of natural growth — and much of that is in a run-down condi-

tion — and that future harvests will have to be planted. Other areas in Canada, and other countries which expect to be in a similar position shortly, will be able to gain by the steps New Brunswick takes to revitalize its timber resources.

There are basically two reasons for New Brunswick's plight. One is a history of high grade harvesting. The other is control of forest lands by companies or individuals who worked in isolation rather than within the framework of a master plan for the province.

The high grading started several centuries ago, when first the French and then the English combed these forests for spars for sailing ships. Only the choicest specimens would do, and white pine filled the bill admirably. A pine soaring to more than 100 feet was not uncommon then. The practice of select harvesting continued into recent times until the best specimens of the best species disappeared, leaving only scrub and deformed trees to throw off seed and to sire successively inferior generations of growth.

The gradual degradation of the forest effected a change in the character of the wood industry. Sawmills need large dimension timber. Operating in the province since 1696, and numbering more than 600 by the middle 1800s, their production dominated the forest industry sector until about 50 years ago. Now, pulp and paper mills, which started up in 1826 and which can use small dimension lumber, contribute more to the economy, and also use more than 60% of all wood harvested. In addition, a number of mills that manufacture products such as particle-board from shavings, sawdust and other residue which was previously discarded, have recently appeared on the scene.

Nearly half of the province's for-

ested area is Crown land, and leasing woodlots to private companies and individuals seemed an efficient way to develop the resource when supply was in excess of needs. In retrospect, the practice has proved expensive and wasteful. The leases are long-term, and while varying degrees of control have been exercised by Government, they focused on preventing excessive damage rather than on ensuring optimum future yields.

For their part, company leaseholders have had to build their own access roads to get at the timber, an expensive proposition aggravated by the multiplicity of the roads. Each company built its own networks between its harvest plots and production plants. There has been little, if any, co-operative road construction, and therefore no sharing of maintenance costs. Another questionable custom put all trees from the same stand of timber through the same mill. As a consequence, some of the best logs ended up as pulp, while sawmill operators went begging for them.

About a quarter of the forest lands not owned by the Crown are in the hands of manufacturers of forest products, and another quarter is owned by 30,000 to 40,000 individuals whose blocks range from a few to many thousands of acres. The latter timber stands are usually the most accessible, but most of them are lying idle. The owners — urban workers, retired persons and speculators — are unwilling or unable to work the woodlands themselves, and are unwilling to let others do it for them. The Government is considering various incentives for owners to bring the blocks into operation.

Not all of the industry's ailments have been caused by man. The spruce budworm has also taken a heavy toll. Normally, an outbreak of the pest, which kills trees and stunts their

growth, occurs only twice in a long lifetime. New Brunswick's forests have been ravaged by it twice in the last 50 years. The current outbreak, which began in 1952, has affected the north-eastern part of the whole continent, and last year more than 9 million acres of New Brunswick forests were sprayed in an attempt to destroy the pest.

So what are the steps being taken to return equilibrium to New Brunswick's forest resource? The options are legion, and those which are selected cannot be implemented in one fell swoop. Neither can all the steps be summarized here. They include an intensive reforestation program designed to achieve a balance between the supply and demand for softwood by the year 2000. The program actually began in 1968, when the Province planted 200,000 trees on Crown lands, but now it is being tackled with new urgency. Early in the 1970s, with the help of the Federal Department of Regional Economic Expansion, the Province established a nursery which last year reached a capability of 18 million trees to be transplanted on Crown lands and farm lots. The objective is that, by 1979, nurseries will annually produce 60 million trees for transplanting, half of them to be provided by the private sector which is as anxious as the Government to set the industry back on its feet.

Increasing the quantity of trees is only part of the strategy. The quality also is being upgraded. Most of the seedlings are black spruce and jack pine, which are highly suitable for both sawmill and pulpmill operations and resist budworm. The pine also grows rapidly.

The New Brunswick Forest Authority, a provincial Crown Corporation, was established two years ago in response to a recommendation in the study that the Province assume greater

responsibility for effective management of timber resources rather than merely controlling them.

The recommendations included termination as soon as feasible of all Crown timber licenses to enable Government to allocate wood to the most appropriate end-users. To this end, a 1.5 million acre tract of Crown land was reclaimed and turned into a pilot project where new techniques and methodology are now being tested.

The aim of wood allocation is to make maximum use of each log. The best material would be assigned first to sawmills, plywood and dimension-stock mills, and their residue, along with smaller and inferior roundwood, would be passed on to chemical-pulp mills, and fibreboard and particle-board plants.

Several wood-using industries already co-operate in this manner. One company started up in 1974 partly to make use of other plants' residue. Utilizing sawdust and shavings from 32 mills which previously burned the material, the company has become the largest particleboard manufacturer in Canada.

A stringent policy of clear and clean cutting has been adopted. Not only must all trees in a harvest area be felled and the brush disposed of, but there are regulations governing the size, shape and location of harvest areas.

Rationalization of industries, mechanization and modernization, productivity, labour training and public education, marketing and transportation, land-use management including recreational and wildlife requirements — every conceivable aspect that has a bearing on forest resources was investigated by the study, described as unprecedented in scope in Canada, and will be considered for action.

Research to make better use of the resources that are currently available

continues meanwhile. Utilization of the whole tree — limbs, leaves, bark, old birds' nests and all — is being tested in a pilot plant at St. Anne Nackawic. Successful removal of contaminative materials would mean considerable recovery of usable wood for the pulp industry. Better recovery of fibre that escapes with pulpmill wastes, new products developed from sawmill residue and from species of trees that are plentiful but not much in demand are under study. New Brunswick particularly wants to clear forest lands of a preponderance of low grade hardwoods to replace them with better quality trees, and is actively searching for manufacturers who can make use of them.

There is no doubt that New Brunswick's forest industries are struggling, but no one is panicking. It's a matter of coping with the situation until the tide begins to turn again, and both industry and Government are convinced it will.

They look to the future in the knowledge that world per capita consumption of lumber also is declining because steel, aluminum, plastics and other materials are being used in construction. But these materials are made of non-renewable resources, and their processing consumes a great deal of energy. Neither do they rate high in biodegradability. As energy reserves decline, and ecological requirements tighten, demand for lumber will once more increase, and New Brunswick should be in a better position than ever to respond to the demand.

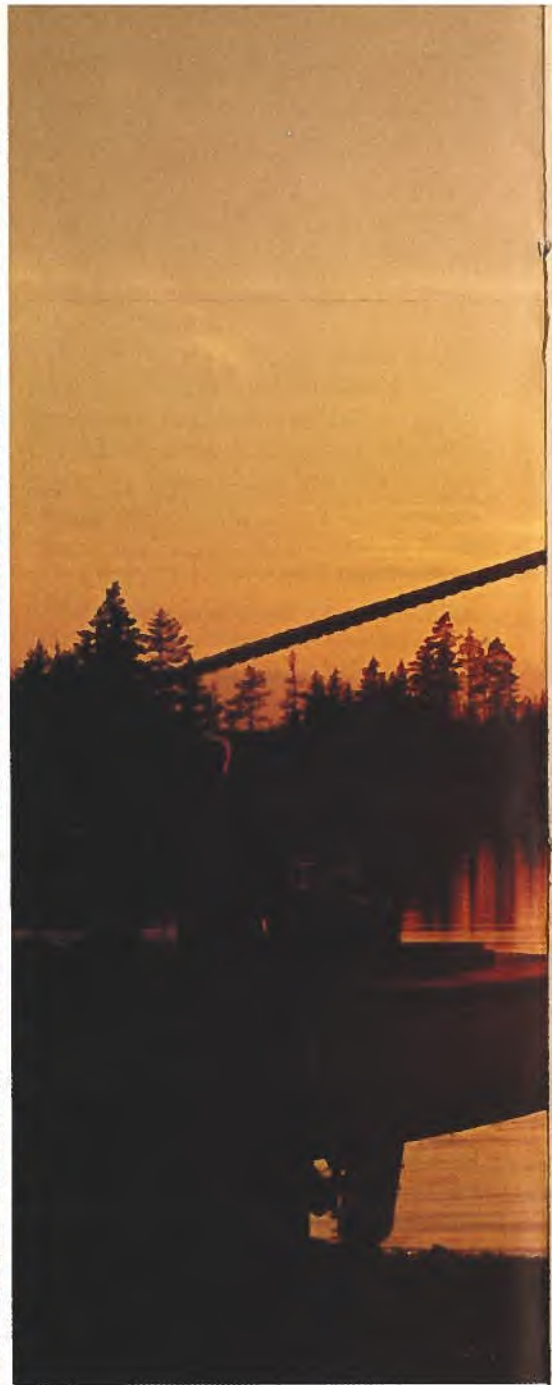
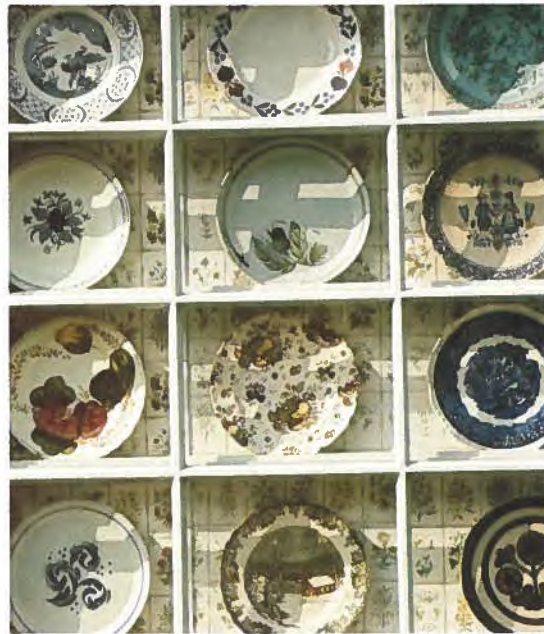
O.C.

## Just Potter, or Spin the Potter's Wheel



**DIANNE RIVERS,**  
IT&C, Fredericton  
(in conversation with  
the editor)

Ever since a friend let me into the secret of an international socialite who told her friends never to use the cosmetics she plugged on television, I have had a deep rooted skepticism about personal testimonials. Similar suspicions apply to travel brochures in which the sun shines eternally upon thinly populated crescents of golden sand. It's a world of lean, tanned torsos and stunning figures in Paris-inspired swimwear. Every page extends an invitation to join a seemingly wonderful social circle, but the person contemplating a solo holiday may be reticent about invading a colony composed of couples and firmly established groups.



# The Enterprise Development Program (EDP)

Effective April 1, 1977 the Enterprise Development Program (EDP) replaced the following Industry, Trade and Commerce innovative and adjustment assistance programs: —

- **PAIT** — Program for Advancement of Industrial Technology
- **IDAP** — Industrial Design Assistance Program
- **PEP** — Program to Enhance Productivity
- **GAAP** — General Adjustment Assistance Program
- **AAA** — Automotive Adjustment Assistance Program
- **FTIAP** — Footwear and Tanning Industry Adjustment Program
- **PIDA** — Pharmaceutical Industry Development Assistance Program

EDP combines the basic features of these programs and is designed to facilitate co-ordination amongst various forms of assistance making Industry, Trade and Commerce programs more accessible to Canadian industry, particularly smaller and medium-sized businesses.

The EDP Program is administered by the Enterprise Development Board and the regional Enterprise Development Boards all of which report to Cabinet through the Minister of Industry, Trade and Commerce.

## EDP Objective

The overall objective of the EDP Program is to enhance the growth in the manufacturing and processing sectors of the Canadian economy by providing assistance to selected firms to make them more viable and internationally competitive.

The thrust of the EDP Program is to increase the effectiveness of the Department's industrial support programs to foster innovation and adjustment. The focus for assistance is on promising smaller and medium-sized firms prepared to undertake relatively high risk projects in relation to their resources which are viable and promise attractive rates of return on the total investment.

## How EDP Works

There is a typical product life cycle through which all products pass. Generally, this cycle entails the following distinct phases:

- a) concept
- b) development
- c) pre-production
- d) production
- e) marketing

Previously, incentive and development programs have been oriented to certain phases of the product life cycle. For example, PAIT was oriented to the concept, development and pre-production phases, while GAAP was oriented to the pre-production, production and marketing phases.

But there are differing problems and risks facing a firm at all phases of the product life cycle. The corporate approach endeavours to examine all of the problems and risks facing a firm at each of the distinct phases of a product life cycle.

Standard operating policy for the EDP Program is to adopt the corporate approach to analysis, that is, to undertake a rigorous analysis of applicant firms and their proposed projects to identify viable businesses with attractive future prospects. The orientation is towards the business plan of the firm to identify present and future requirements for assistance and to tailor one or more forms of assistance under the program together with other government assistance and private sector financing into a "do-able" financing package to suit the applicant company.

This flexible approach is described as "merchant banking" flexibility. A merchant bank is defined as a financial institution which endeavours to serve its clients by identifying, structuring and providing (or arranging for) all of the types of financing, and financial and management services which are required by a firm to realize its full potential.

This approach may be described as investing in firms, not just supporting projects.

The corporate/merchant banking approach is similar to that of an investor. That is, the approach is to examine the resources of the firm (human, financial, physical and technological); to examine the market opportunities and constraints; and to examine the plans of the firm to marshal its present and attainable resources to exploit its present and future market opportunities.

### **The Decision-Making Structure**

The decision-making structure for the program is addressed in two ways:

a) The decision-making structure for the program is mixed private sector/public sector boards. This is designed to provide pragmatic, market-oriented decisions by using the experience of prominent businessmen in the decision-making process. Further, this provides the responsible officers with guidance and advice in the analysis of firms, and in structuring "do-able" packages of assistance.

Strict confidentiality and conflict of interest guidelines protect the competitive interests of applicant firms.

b) Secondly, the decision making is decentralized to a greater extent with the creation of regional boards with delegated approval limits. This is designed to provide faster decision making and an awareness of regional business conditions in the decision-making process.

### **Forms of Assistance**

The following components of the EDP Program indicate the various forms of assistance available:

- a) grants to develop proposals for projects eligible for assistance
- b) grants to study market feasibility
- c) grants to study productivity improvement projects
- d) grants for industrial design projects
- e) grants for innovation projects
- f) loans and loan insurance for restructuring (plant expansion, equipment modernization, working capital, etc.)
- g) special purpose forms of assistance-surety bond guarantees, footwear or tanning industries assistance, DHC-7 sales financing assistance.

Within the context of the overall objective of the EDP Program, each of the various forms of assistance has sub-objectives as described below:

#### **a) Grants to Develop Proposals for Projects Eligible for Assistance**

In order to ensure that the more complex proposals for innovation and adjustment assistance are developed on a viable, adequately researched and workable basis, grants to partially offset the cost of qualified consultants can be provided to this end.

#### **b) Grants to Study Market Feasibility**

Projects for innovation and restructuring often falter or fail due to problems related to markets and marketing. To reduce the risk of projects in this regard, grants to partially offset the cost of the services of expert consultants in this field can be provided before innovation or adjustment assistance is considered.

#### **c) Grants to Study Productivity Improvement Projects**

To encourage feasibility studies of productivity improvement measures which do not require technology which is new to the firm but do involve some risk, grants to partially offset the cost of consultants qualified to conduct such feasibility studies can be provided.

#### **d) Grants for Industrial Design**

The objective of grants for industrial design is to assist and to generally promote greater use of qualified industrial design services for products to be mass produced.

#### **e) Grants for Innovation Projects**

The purpose of innovation assistance is to increase technological innovation in Canada where it will lead to industrial growth and economic benefit to both the firm and to the Canadian economy. Grants can be provided to selected projects concerned with the development of new or improved products and processes or service capability incorporating an advance in technology and offering good prospects for profitable commercial exploitation.

Due to the risk and uncertainty which accompany innovation projects, this type of assistance should frequently be provided in conjunction with other forms of assistance, for example, grants to study market feasibility.



**f) Loans or Loan Insurance for Adjustment Projects**

The basic purpose of the adjustment assistance aspects of the EDP Program is to facilitate restructuring or rationalization of manufacturing and processing firms in Canada by providing last resort financial assistance. Canada's secondary manufacturing industries frequently have considerable difficulty in meeting international competition both at home and in export markets. While the problems are numerous and complex, one frequent problem is that Canadian manufacturers have in many cases been geared to serve domestic markets under protective tariffs. In order to enhance the viability of secondary manufacturing and processing and to permit Canadian firms to become more internationally competitive, massive private investment in restructuring operations and modernizing equipment and facilities is required. In some cases, usual sources of financing for this purpose are inadequate for some smaller and medium-sized firms and in these cases, loan insurance (guarantees) can be provided through the adjustment assistance components of the Enterprise Development Program.

Direct loans can also be provided to viable Canadian firms engaged in manufacturing or processing but this assistance is restricted to cases where firms have been injured by import competition.

Due to the risks frequently associated with last resort financial assistance, this type of assistance may frequently be provided in conjunction with other forms of assistance, for example, grants to develop restructuring proposals or grants to study productivity improvement projects.

**g) Special Purpose Forms of Assistance**

The adjustment assistance aspects of the Program are occasionally utilized to structure special purpose forms of assistance to meet more specific objectives.

Three forms of special purpose assistance which are in place are:

- i) loans and grants to encourage restructuring of firms engaged in footwear or tanning industries;
- ii) insurance on surety bonds for off-shore turnkey projects; and
- iii) insurance on loans, leases and conditional sales agreements to air carriers in Canada and the United States to acquire de Havilland DHC-7 aircraft.

These three special purpose forms of assistance are administered by the Central Board and are not included in the delegated approval authority of the regional boards.

**Who is Generally Eligible for Assistance?**

As a general statement, the orientation of the Enterprise Development Program is to provide assistance to smaller and medium-sized firms engaged in manufacturing or processing activities. Firms in the service sector are, under limited circumstances, also eligible provided the provision of services provides direct, tangible and significant benefit to firms engaged in manufacturing or processing, or the project (such as an innovation project) is to be exploited by a firm engaged in manufacturing or processing activities.

As a matter of policy, the Board will restrict the availability of such assistance to cases where the benefiting manufacturing firm is eligible for assistance.

Applicants for innovation and industrial design assistance must be incorporated. Firms applying for adjustment assistance need not be incorporated to be eligible. However, it is highly desirable that all firms are incorporated before receiving assistance, not only for the Crown's benefit but also for their own benefit. The Crown prefers to deal with limited companies as non-personal legal entities. From the firm's point of view, incorporation provides protection to its principals by limiting their liability under business obligations.

Each of the various forms of assistance has certain criteria, but generally, the eligibility criteria are as follows:

- a) the firm and the project must be viable;
- b) for loans and loan insurance, the firm must be unable to obtain financing on reasonable terms; and
- c) for grants, the project must represent a significant burden to the firm in respect of its resources.

For more information on the Enterprise Development Program please contact The Program Office, IT&C Ottawa or your nearest Industry, Trade and Commerce Regional Office.

## Department of Industry, Trade and Commerce Regional Offices

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### ST. JOHN'S, Newfoundland A1C 1A9

Newfoundland and Labrador Region  
210 Water Street  
Tel. (709) 737-5511  
Telex: 016-4749  
Gov't. 147-5511  
Director: F.A.D. (Dale) Blair

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### HALIFAX, Nova Scotia B3J 1N9

Nova Scotia Region  
Suite 1124, Duke Tower  
5251 Duke Street, Scotia Square  
Tel. (902) 426-7540  
Telex: 019-21829  
Gov't. 162-7540  
Director: C.P. (Cliff) McPherson

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### CHARLOTTETOWN, Prince Edward Island C1A 8C1

Prince Edward Island Region  
P.O. Box 2289  
Dominion Building, 97 Queen Street  
Tel. (902) 892-1211  
Telex: 014-44129  
Gov't. 178-892-1211  
Director: R.E. (Roger) Wright

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### FREDERICTON, New Brunswick E3B 5H8

New Brunswick Region  
Suite 642, 440 King Street  
Tel. (506) 454-9707  
Telex: 014-46140  
Gov't. 173-454-9707  
Director: F.D. (Fred) Grimmer

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### QUEBEC, Quebec G1R 2B5

Quebec Region  
Suite 620, 2 Place Québec  
Tel. (418) 694-4726  
Telex: 051-3312  
Gov't. 187-4726  
Acting Director: G. (Gilles) Morin

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### MONTREAL, Quebec H4Z 1J5

Room 2124, Place Victoria  
P.O. Box 257, Tour de la Bourse  
Tel. (514) 283-6254  
Telex: 055-60768  
Gov't. 183-6254  
Acting Director: C. (Claude) Ménard

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### TORONTO, Ontario M5L 1G1

Ontario Region  
Commerce Court West, 51st Floor  
P.O. Box 325  
Tel. (416) 369-3711  
Telex: 065-24378  
Gov't. 186-3711  
Director: R.H. (Bob) Gayner

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### OTTAWA, Ontario K1A 0H5

Eastern Ontario Region  
Room 1538, Tower "B"  
112 Kent Street  
Tel. (613) 996-1216  
Telex: 053-4124  
Gov't. 6-1216  
Regional Officer: D.J. (Doug) Packman

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### WINNIPEG, Manitoba R3C 0A5

Manitoba Region  
Suite 1104, Royal Bank Building  
220 Portage Avenue  
Tel. (204) 985-2381  
Telex: 075-7624  
Gov't. 161-985-2381  
Director: G.A. (Gray) Gillespie

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### REGINA, Saskatchewan S4P 0R7

Saskatchewan Region  
Room 980, 2002 Victoria Avenue  
Tel. (306) 569-5020  
Telex: 071-2745  
Gov't. 121-5020  
Director: G.A. (Glenn) Cooper

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### EDMONTON, Alberta T5J 2W8

Alberta & Northwest Territories Region  
500 Macdonald Place  
9939 Jasper Avenue  
Tel. (403) 425-6330  
Telex: 037-2762  
Gov't. 176-6330  
Director: C.G. (Clay) Bullis

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### VANCOUVER, British Columbia V7X 1K8

British Columbia and Yukon Region  
P.O. Box 49178, Suite 2743  
Bentall Centre, Tower "III"  
595 Burrard Street  
Tel. (604) 666-1434  
Telex: 04-51191  
Gov't. 175-544-1434  
Director: J.F. (Jim) Murray

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### HEADQUARTERS

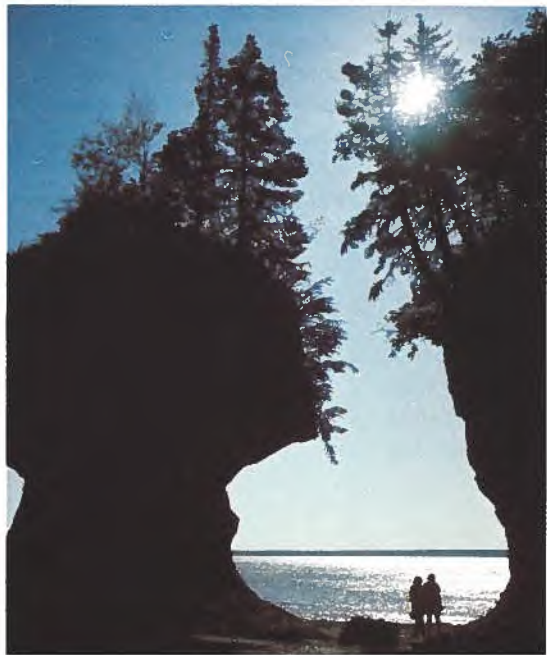
D.G. (Don) Laplante  
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Telex: 053-4124  
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P.E. (Gene) Marchand  
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Industry, Trade  
and Commerce

Industrie  
et Commerce



Until illness in the families of two friends shattered a vacation dream which had sustained our spirits through a long Ottawa winter, I had scarcely given thought to New Brunswick as a holiday haunt. If pressed to express an opinion, I might have conceded that it was worth an overnight halt for any motorist en route to Nova Scotia or to the tip of the Gaspé Peninsula. That admission, though it may shock some New Brunswick readers, is shared by many Canadians. I know some people who for years flew across the Atlantic, picked up a rental car at London airport and then joined the traffic crawl to Devon, an English county famous for picturesque coves, clotted cream and cold summer rainstorms that induce not tanned but rugged red complexions. Those same Canadians now sing the praises of New Brunswick, which has more sandy beaches than the south coast of England, is less crowded, boasts better June-September sunshine figures but has the same propensity for tempting sweet toothed visitors with fresh strawberries and cream.

If village charm is exemplified by whitewashed stone cottages with thatched roofs, New Brunswick is less well endowed than the Old Country. But the style of architecture in the Bay of Fundy and along the Baie des Chaleurs, in ancient Acadia, will delight the eye and keep you reaching for the camera button. Unlike the atmosphere in crowded European resorts, the New Brunswick air is not tainted by exhaust fumes or filled with the raucous shouts of ice cream vendors.

None of these attractions decided me in favour of spending a holiday in New Brunswick. Denied the company of friends, I searched around for some way of enjoying myself in company without being an interloper or the obvious target for unwelcome attention. A tiny magazine advertisement caught my eye and kindled that artistic flame which is latent in most humans. An organization in the seaside town of St. Andrews offered hotel accommodation and a practical course in pottery. The prospect of discarding the everyday role of staid, desk-bound public servant and sticking my hands in a lump of wet potter's clay was inviting. But the deciding factor was the comforting knowledge that the experience would be shared with other individuals. I did not want to be a solitary figure condemned to an obscure corner of an hotel dining room noisy with family holiday banter.

My theorizing proved to be wrong in one important respect, hence this message addressed to other Canadians who have yet to explore New Brunswick. I went to St. Andrews, mastered the first elementary lessons in making vases and wall plaques and returned home proud of my artistic achievements, laden with self-made souvenirs, and with a thousand wonderful memories that endure to this day. What had come as a great surprise in St. Andrews were the couples and family groups (Dad, Mum and the kids) who divided their time between pottery classes, swimming and sightseeing.

Far from being dismissed as an outsider, my solitary state stamped me (wrongly, of course) as a real artist, and the twosomes, trios and quartets kept apologizing for treating the pottery class as a form of holiday madness. But none regretted the experiment, and when the time came for goodbyes, we exchanged solemn vows to sample a different artistic endeavour in another part of the province in the following year.

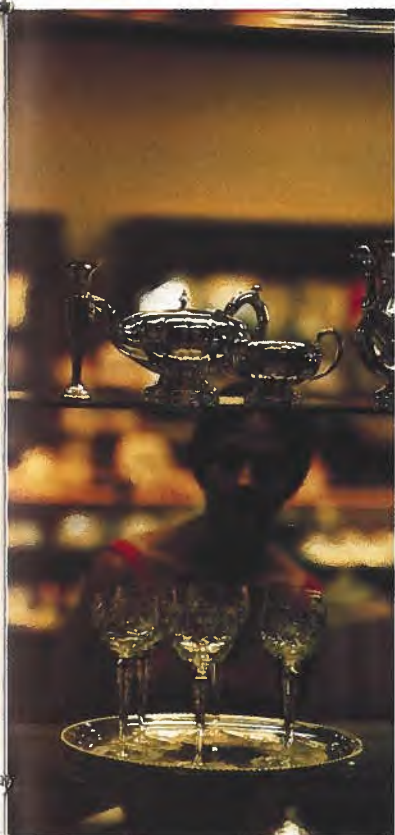
New Brunswick's hold on me was even stronger. Between pottery lessons I had explored the soft-rolling countryside, meandered through quiet villages, savoured the tang of sea breezes, listened to fast-flooding tides and marvelled at the variety of wildlife in forests and streams. Ottawa, my hometown, is not a bustling metropolis. There, the tempo is more to my liking than Toronto or Montreal. But no stretch of country that links the capital with either of those cities is as delightful as the New Brunswick landscape.

Most holiday memories fade. When January blizzards make us take refuge between the covers of the new-season holiday guides, we are enticed by technical shots of splendid hotel fronts and panoramic views of foreign countries unspoilt by hamburger stands, soft drink signs or roadside effigies of cartoon characters.

In the years following my trip to New Brunswick, I succumbed to blandishments of resort publicity in other parts of the North American continent. But the lure of the Maritimes persisted, grew stronger and eventually reached the point of asking for a transfer to the IT&C Regional Office in Fredericton. Thanks to one of those odd quirks of fate, the wish was granted.

My enthusiasm for the province was put to the test when the editor arrived in December and was whisked off to St. Andrews and then to my favourite summer sanctuary. Heavy fog shrouded Fredericton as we headed for St. Andrews, a town on the Passamaquoddy Bay founded in 1784 by United Empire Loyalists. Although I had sampled various restaurants on summer expeditions to the seaside, local knowledge did not extend to listing where day trippers could lunch on a December Sunday. By sheer good luck, we stopped at the Shiretown Inn, to be greeted by the beaming proprietress and the delectable aroma of home cooking.

The original Shiretown Inn was built by an Empire Loyalist in 1800, but it was burned to the ground with the loss of 18 horses owned by guests. The present wooden structure was started in 1881. Carpenters were paid 90 cents for a 10-hour day, but as soon as the walls were in place the proprietor opened the bar and fired any worker who refused to drink his wages.



I tell you that story because it is typical of folklore that can be unearthed by visitors. New Brunswick is steeped in history, and for those who lived through the Roosevelt era, there's the island of Campobello, where the former President of the U.S.A. had his summer estate.

It's really unfair to single out a particular resort, and I do so merely to place on record the fact that December weather did not chill my enthusiasm for Bay of Fundy resorts. Late in the afternoon we plodded across a deserted beach and peeped through the window of the cottage that's my weekend retreat in high summer. The interior was still inviting and I found myself groping in a pocket on the offchance of finding door keys. An absurd notion, because the fur-collared jacket I was wearing is part of the winter wardrobe.

Not everyone favours the idea of turning a potter's wheel whilst on vacation. But souvenirs for family and friends are essential purchases, and too often examples of Canadiana are manufactured outside of this country. You can buy tea towels resplendent with a Mountie, the maple leaf or a map of Canada. But look at the fine print on one corner and they're as Irish as St. Patrick himself.

New Brunswick abounds in genuine provincial souvenirs, some of them real works of art. Not far from Fredericton is Opus Craft Village, Keswick, created by and for craftsmen and artists.

There you will find potters, leather workers, glass blowers, candle makers and metal sculptors. Everything is done by hand, and so great is the local demand that few items find their way to stores outside the province.

Acadian craftsmanship is another New Brunswick specialty, and in various parts of the province there are summer schools organized for the benefit of holidaymakers willing to exercise their artistic skills for a week, a day or for only the few hours needed to turn out some object that can be borne home in triumph, a personal trophy to adorn the sideboard and remind its creator of a fascinating holiday in New Brunswick.

This plugging of a Maritime province is a sort of busman's holiday, a labour of love devoid of the detailed information on tap at Tourism, New Brunswick, C.P./Box 12345, Fredericton.

I have purposely refrained from revealing the location of my favourite beach and weekend cottage. Not that I'm selfish, but why converge on one idyllic spot when almost any corner of the province holds promise of a happy holiday?



## The Seeds of Sustenance

Canada is the world's second largest exporter of seed potatoes, and New Brunswick and Prince Edward Island together grow 95% of Canada's production.

Until approximately two years ago, the seed potato growers worked in isolation of each other, seeking and serving markets on an individual basis. Now, the initial marketing activities, and a range of programs far beyond an individual grower's capabilities, are carried out by the Canadian Seed Potato Export Agency, which was established through the combined efforts of the governments of Canada and the two provinces involved, and the seven major seed potato exporters.

The Agency is not a sales organization, but it does act as a clearing house for inquiries from potential buyers who previously had to contact each grower separately. Inquiries are passed on to all the growers who then deal directly with the prospect, leaving them with the right to compete with each other, and buyers with more opportunity to arrive at an agreement that is most favourable to them.

Much emphasis is, however, placed on the Agency's programs to create awareness of the potato's value as a nutrient, and to help countries less experienced with its cultivation to develop expertise.

In the short time that it has been in operation, the Agency has implemented extensive variety-testing programs of three-year duration in 22 countries; it has established a comprehensive, in-Canada training program for technicians from other countries, and sends technicians abroad to teach crop management, cultivation and identification and control of insects, disease and pests.

In all its activities, the Agency has the backing of appropriate government departments which will make available any type of expert that is required to investigate and solve any problems that might arise from the time the seed potatoes leave the grower until they successfully make the transition to their new environment. Technical assistance is also made available to the industry within Canada.

Full information on the Agency's services, and the seed potato industry in Canada, is available from the Canadian Seed Potato Export Agency, 191 Prospect Street, Fredericton, N.B.

O.C.



## Eating doesn't go to waist

"As to potatoes," said an anonymous 18th century sage, "it would be idle to consider them as an article of human food. Ninety-nine hundredths of the human species will not touch them."

A good number of overweight humans in the present century would argue that they touch the tasty little tuber all too often. But they would be guilty of faulty judgement too.

We now know that it isn't potatoes, but the fattening foods they are embellished with that add the pounds. Medium sized, baked or boiled, a potato has approximately the same number of calories as a large apple or orange or a large glass of skim milk, contains essential vitamins and minerals, and is an excellent source of protein.

With the world facing an increasing shortage of food supplies, it is just as well that the dietary value of the potato has been established. But it has other advantages too. It is easier to grow than cereal staples because it is less vulnerable to temperature and climate and adapts more readily to different types of soil. Finally, the potato is a most versatile food, lending itself to an unusually wide variety of preparations for consumption and for preservation.

O.C.



*New Brunswick and Prince Edward Island share the accolades for record crops of seed and table potatoes and for best-ever export sales in 1976. But Canada's 2½ million-ton output must be measured against the U.S.S.R.'s 98 million tons, Poland's 47.6 million tons and West Germany's 20 million tons.*



*During the 1971-75 period, the dollar value of the province's construction programs increased by 250% — to a record \$854 million in 1975. Output levelled off in 1976, showing only 0.5% above the previous year.*

*Building permits for 1975 put housing at \$115 million, industrial \$16 million, commercial \$53 million, institutional and government \$47 million.*



## **General Development Agreements: They're working in New Brunswick**

Between February and mid-September 1974, the federal government signed 10-year General Development Agreements (GDAs) with nine provinces, excepting Prince Edward Island with which it had entered into a 15-year Development Plan in 1969. The GDAs are the latest in a long line of programs devised by federal and provincial governments to rout Canada's perennial problem, regional disparities.

Although the GDAs' objectives are identical across the country — broadly stated, their purpose is to improve in number, quality and accessibility long-term employment opportunities in areas traditionally deprived of them — they offer provinces flexibility to work toward the objective in their own way.





*The New Brunswick industrial story could be reduced to as many statistics as there are logs in this photograph. Other sources of information are museums and reference libraries. But the best way to evaluate the business potential of the Atlantic region is to go there, or consult the federal or provincial government experts who can embellish statistics with case histories and on-the-spot experience.*

Each province seeks out and identifies development opportunities on a continuing basis, and the most promising of them are implemented through GDA Subsidiary or Sub Agreements. A separate Sub Agreement for each approved project describes in detail its nature, causal aspects, objectives, duration (usually two or three years), total cost, and federal/provincial cost-sharing arrangements, and also makes provision for monitoring its implementation. In other words, the GDA is a general document in which the federal government and a province agree to move together, and the Sub Agreements specify the routes that they will take.



The nature of the Sub Agreements varies from province to province, and even from region to region within a province, depending on a given area's most urgent needs. Some give priority to highway construction while others plump for development of manufacturing activity, natural resources, historical sites or recreational and tourist facilities. To date, the partners-in-development have implemented 61 projects totalling in value well over \$2 billion, and more projects are in negotiation.

The GDAs differ from previous disparity programs in that more of the responsibility for upgrading underdeveloped areas is placed in the hands of those who live in them. And if New Brunswick's response is anything to go by, they should also be more successful than their predecessors. New Brunswick was so eager to move on the program that it actually spent \$13 million in forestry, agriculture, fishing, tourism and industrial development in anticipation of but prior to signing the GDA and, within 10 months after signing, it had negotiated a quarter of the Sub Agreements in effect across Canada, which represented 20% of the funds then committed to the national program. It still leads other provinces in the number, if not the dollar value, of implemented projects, with 13 underway and several more in the pipeline.

Tim Andrews, assistant general manager of the Community Improvement Corporation (CIC), a provincial Crown Corporation which co-ordinates and implements the New Brunswick agreements, says that the GDA is a flexible, responsive system with the potential to accomplish "just about anything".

One of the province's most successful projects, begun in 1973 under a previous federal/provincial program and

continued under the GDA, is a small industries program to encourage new entrepreneurs and minor expansion of small businesses. "It's the kind of program that people in the province, who are committed to permanent residence here, have been asking for for years," says CIC General Manager Fred Arsenault. "They want a stake in the province, and one that they can manage. This program permits small businesses and entrepreneurs to develop at their own pace, dealing with projects that fall within their range of comprehension and capabilities."

To date, the small industries program has spawned more than 70 new businesses in the three underdeveloped counties where it is operating. The businesses, including bakeries, machine, welding and printing shops, fish plants and sawmill and shingle operations, were established with investment of \$1,137,170 and they created 441 new jobs at an exceptionally low average cost of \$2,578 a job.

"We are receiving pressure from parts of the province where it is not operating, to extend the program," says Mr. Arsenault.

Important as the funding is through GDA for capital projects, the program may achieve more in the way of development through subtle changes it is evoking in people's attitudes. Average Canadians, if they think at all of regional disparity, tend to think of it in national terms. The majority, living in relatively prosperous areas, dismiss deprivation as something that exists in other parts of the country, and even should a neighbouring community suffer from underdevelopment, it can be excused as an exception, and the vastness and general prosperity of the country as a whole be relied upon to neutralize the effects of any one community's less vigorous economy on the life of another.

People who live in traditionally underdeveloped areas, on the other hand, have felt powerless to do anything about it, and they have developed, if nothing else, a keen sense of frustration from watching a succession of programs fail when they were designed by experts to help them, along with varying degrees of resentment towards the better-off areas of the country.

The GDAs encourage consideration of disparities in provincial contexts, where they come into sharper focus, and New Brunswick has taken the program a step closer to home ground by dividing the province into 10 regions and establishing a commission in each to pursue development.

Each commission has a board of directors comprising representatives from every community within its jurisdiction, and a full-time industrial commissioner who is responsible to the directors. It is the commissioner and his board, who are most familiar with the area's history and natural and human resources, who decide in the first instance what needs to be done to improve a region's economic base, and their recommendations are passed on to provincial and federal governments.

Paul Daigle, General Manager of the Miramichi Region Development Corp., centred in Newcastle in the unemployment-plagued northeast part of the province, says that for the first time the people in the area feel that they can effectively influence future developments and can come to grips with their problems.

The Miramichi commission has designated seven projects for development under GDA and one, a feasibility study on dredging the Miramichi Channel to improve shipping activity in the ports of Newcastle and Chatham, has just been completed.

The Miramichi commission, repre-

senting six municipalities with a combined population of 53,000, is one of three operating in northeast New Brunswick, where employment relies heavily on mining, and on the seasonal forestry and fishing industries. The Economic Expansion Commission of the Peninsula, headquartered in Tracadie, serves 44,000 people in eight municipalities, and the Chaleur Region Industrial Commission takes in 13 municipalities and parishes with 43,000 population in the Bathurst area.

The communities in each region now work diligently together to resolve their mutual problems, but this wasn't always the case. Vic Raiche, Chaleur industrial commissioner, who was born and raised in the area, says that not only was there no communication between communities separated by just a few miles, but the people also felt hostile toward their neighbours. Mentally, if not geographically, they had been steeped in isolationism for generations. "It was a job just to get them to sit around the same table," he says.

Saad Ghanem, arriving from Montreal to become industrial commissioner for the Peninsula region, was greeted with a generous dose of skepticism. As one resident phrased it, "I've seen lots of guys like you. What are you going to do that's different?" The commissioners patiently persevered and in April 1975, Mr. Ghanem called for a social gathering to follow the annual general meeting of the Peninsula commission's board of directors. More than 400 attended the event, and when the lady mayor of Bas Caraquet and the mayor of Shippegan danced together — that was different! — regional cooperation was officially sanctioned. The GDAs are off to a good start in New Brunswick.

O.C.



## Down to the sea in ships



Typists comfortably cocooned in offices bordering the Saint John waterfront are expert at gauging the direction and intensity of winter winds. From window vantage points they survey the late-afternoon parade of homeward bound pedestrians. There are certain street corners, strategic points for noting which human columns start struggling to anchor hats, pull coat collars tighter and bend into the wind with shorter, quicker strides.

Landlubbers seek their weather signs on terra firma; but those same office blocks in Saint John house men who learned their basic skills along ocean trade routes. Sea and sky are their weathervanes, and although most of

them are now permanently beached, they can still tell at a glance how wave motions beyond the harbour entrance will affect that day's shipping traffic.

While the average Saint John typist can be relied upon to spot any new fashion trend in the street below her office window, she is almost oblivious to the comings and goings of even the largest cargo ships. It's the same in other ports: the local populace take for granted a daily occurrence which would excite millions of Canadians who seldom if ever glimpse the sea. Apart from the spectacle of a large ocean freighter towering above dockside sheds, there is the romantic connotation. John Masefield wrote about "stately Spanish galleons coming from



the Isthmus, / Dipping through the Tropics by the palm-green shores, / With a cargo of diamonds, / Emeralds, amethysts, / Topazes, and cinnamon, and gold moldores." No such cargoes are handled at Saint John, but the quality of diamond rings and gold jewellery worn by many Canadian girls — in New Brunswick, in Central Canada and as far west as the Prairies — is to some extent dependent upon the number of ships that load and discharge in the Maritime port. Thirty five thousand-ton shipments of Prairie grain leave Saint John on Greek vessels bound for the Land of the Pharaohs. Wool from the Australian outback comes by way of the Panama Canal, and its place in the hold is occupied by

combine harvesters made in Brantford, Ontario, and destined for Queensland, Australia. A single shipment of road graders that earned \$7 million for a Goderich, Ontario, company was loaded at Saint John and is now doing service along the fabled route between Istanbul and Tehran. New Brunswick seed potatoes travel in the hold of a Scottish ship, take root under warm Mediterranean skies and are served with great ceremony by dusky Arab waiters in white-walled restaurants which used to be favourite haunts of General Alexander's victorious army but are now patronized by suave smugglers of small-arms, long-robed camel traders and mini-skirted American divorcees with marriage in mind.

Before any journey from Saint John to the ends of the earth can be started, a ship has to be brought into harbour to discharge its cargo from faraway places. Since incoming products will drain away the country's dollar reserve, economic solvency depends upon having in quayside sheds, ready for loading, Canadian produce and manufactured goods of equivalent value. Better still, if Canadian businessmen and their agents and federal government trade commissioners were to meet more often, the volume of exports from Saint John harbour would give healthier figures in the Canadian balance of payments ledger.

Members of the Saint John Port

Development Commission are not content to offer up prayers for better business. Manager Murray McCavour preaches a Saint John shipping gospel with such fervour that traffic congestion in the Bay of Fundy would appear to be as inevitable as John the Baptist's success with converts in the River Jordan.

Crowded quaysides was a very real problem on the day CANADA COMMERCE visited Saint John. The 15,000-ton *Singapore Fortune* occupied a berth which had been earmarked for the German-built *Sunvree-land* due that same evening. Engine trouble delayed the departure of the *Singapore Fortune*, indeed she was still loading when the *Sunvree-land* radioed 50 miles out from Saint John. And not far behind was another ship, the 24,000-ton *Australian Exporter*, racing up from the Panama Canal with a load of containers which would have to be unloaded overnight so that she could sail with a new cargo on the early morning tide.

Their day's work done, Saint John typists were already crowding into descending elevators as a motor launch bounced and bobbed towards the mouth of the harbour. Once in open water, the small craft began to buck and roll, it's energetic engine drowning all attempts at conversation. Now and then a radio message came through loud if not clear from the master of the *Sunvree-land* to Captain Allan Vallis, the pilot who would take the ship into the harbour.

A second voice rose above the radio static. From the bridge of the *Australian Exporter* came a calm voice with a pertinent question: "Is our pilot heading towards us and can he take us right in ahead of the *Sunvree-land*?"

Both pilots were aboard the bucking launch, and tuned in on the same wavelength was a third pilot. He would ease

the *Singapore Fortune* away from the quay at Saint John, extricate her bow from the stern of a Russian freighter occupying the same narrow stretch of water, swing his ship through 90° without being able to give himself more than 30 feet clearance from the Soviet vessel, and then manoeuvre his charge through the narrow channel that led to open water. The *Singapore Fortune's* 15,000 tons mattered much less than her 516-foot length. If all the relevant dimensions could be scaled down — ship lengths and breadths and area of water — to a comparable situation on land involving heavily laden trucks, the number of backing up and edging forward operations would have impressed the onlooker. But ships don't respond quickly to controls. Nor do they have brakes, or a neutral gear position. The ship's pilot has to cope with an awkward, constant-moving monster which scarcely answers to the rudder at slow speeds, yet does heed the bidding of two other powerful forces — wind and tide.

The *Singapore Fortune's* race against time and tide threatened to be a no-contest. The 7,800 h.p. marine engine, manufactured in land-locked Switzerland, refused to come to life. This news was radioed to the pilots' launch as it drew alongside the *Sunvree-land*, 12 miles out from Saint John.

If the ladder of journalistic success were depicted as an ice-covered rope affair suspended from the upper deck of a heaving ship and swinging like a pendulum over a tiny, bucking motor launch, few would attempt to climb it. On that black December night the rope ladder was scaled by pilot Allan Vallis, whose boots shattered the ice on the wooden rungs and sent it cascading into the chalk-white face of a writer whose pen now testifies to the power of prayer. As soon as the foolhardy editor

was safely aboard the freighter, Captain Harry Crockett, the second pilot in the motor launch, dropped the life belt he had been holding and signalled to the launch skipper to set course for the *Australian Exporter* now a tiny, but fast growing speck on the horizon.

Captain Rolf Schultz had brought the *Sunvree-land* from Montreal and explained that, because of the high insurance risk, he would not attempt another passage of the St. Lawrence until spring sunshine dissolved the ice in the Seaway. In Saint John, he would load sardines for Haiti; lumber, malt, bloaters, pickled meat and potatoes for Kingston, Jamaica; an identical cargo for Santo Domingo; potatoes and newsprint for Port Cabello; and newsprint for Maracaibo, Venezuela.

In nautical circles, the *Sunvree-land* is described as an ocean tramp, going wherever there's a worthwhile cargo; owned by city stockholders with eyes riveted on the balance sheet and somewhat less concerned for the prosperity of New Brunswick farmers, forestry workers or the waterfront stevedores. But the same might be said of the importers along the freighter's route to Venezuela. And as for the French fry customers in Jamaica and Santo Domingo, they won't give a thought to the source of their potatoes.

What did impress Captain Schultz was New Brunswick's labour record. For every man-day lost in the province per 1,000 employees, Quebec has 4.54 days lost and Ontario 5.89 days lost per 1,000 employees. The master of a ship is the servant of the owners. As well as being an expert in nautical matters, he must show a profit, and that is impossible if labour disputes ashore seriously disrupt his sailing schedules.

The time of berthing at Saint John was not critical on that December night. Stevedores had been alerted for an early morning start, so the tall,

bearded German was content to let the Australian container ship press on towards the harbour, where it would have less than 10 hours to unload baled wool, canned fruit and frozen meat and load up with dismantled automobiles, newsprint, carpets, steel bars and aluminum ingots bound for Australia and New Zealand.

The bulk of the cargo awaiting the *Australian Exporter* had come from Ontario and Quebec, which are linked to New Brunswick by excellent CP and CN rail services. The reader could be excused for thinking that this government publication must pepper each report with bouquets and refrain from critical observations. There is some validity in that argument, but any praise heaped upon the people who operate the Port of Saint John is well deserved. Officials were not officious, and when the Indian captain of the *Singapore Fortune* casually mentioned to the writer that the reception accorded his attractive Spanish wife at a local hotel had been less than courteous, the Port Commission Manager immediately investigated the complaint and sent a letter of apology to the captain and to the shipowner's headquarters in Singapore.

The *Singapore Fortune* got under way at 8 p.m. Captain Allan Vallis, a Newfie who has been a pilot at Saint John since 1960, was now on the bridge of the *Sunvreeland*. His every order was repeated by Captain Schultz, and on the command of the ship's master the helmsman altered course and the engineers increased or slowed the revs of the 10,000 h.p. propulsion unit.

Through the harbour entrance with tugs nudging the giant freighter fore and aft. In a few minutes it would have to make the same right-angle manoeuvre as the Singapore ship had made, but different tidal currents necessitated a closer approach to the 120 feet of

Soviet hull that protruded, menacingly, into the navigable channel.

"Stop the engines." Vallis almost whispered the order, but an intercom carried his message to the tug captains and they strained harder against the starboard bow, turning into the narrow opening, away from the solid harbour wall. Their clearance was 20 feet . . . 15 feet . . . 10 feet. Another calm, soft-voiced command. "Dead Slow ahead." Tug propellers churned the water like busy food mixers, exerting all their strength to a bow that looked as threatening as a butcher's cleaver, yet not as formidable as the harbour wall. And on the port side, too close it seemed, the dark hulk of the Soviet ship.

Round came the stern. Too quickly? Not quickly enough? They were land-lubber questions. Schultz and Vallis didn't speak, keeping their eyes on the tugs and on the bow describing an arc 15 feet from the wall.

Suddenly a second wall came into focus. Dead ahead, 30 feet beyond the bow. A quick, nervous glance astern. The ship had yet to clear the stern of the Russian vessel. Good God, less than 30 feet of water in front and only inches separating the *Sunvreeland* from a massive hull that looked as solid as concrete.

"Stop the engines." Captain Schultz echoed the pilot's command. There was in his voice a reassuring note. His ship wouldn't ram that wall or disturb Russian paintwork. Dwarflike figures on the quayside had tethered ropes and were already manhandling a gangway. The tugs had withdrawn, disappearing to some distant corner of the harbour.

Peter Renken, the First Officer, was first ashore, checked the mooring ropes and then returned to the bridge with the news "there's a good 10 feet clear fore and aft."

For Captain Allan Vallis it had been an uneventful operation. A two-hour

delay while waiting for the *Singapore Fortune* to start her voyage to Africa, but if he hurried he could still get home in time to see a favourite television program: all about hospitals and delicate surgical operations.

The master of the *Sunvreeland* worried about the below-zero temperature and the effect it might have upon his precious cargo of potatoes. "I am back here in January," he said. "And if my potatoes get the frost, perhaps my next shipment will be smaller. That is bad for trade, bad for industry in this part of Canada."

Trade and industry. The words had a familiar ring. A large government department exists to promote trade and industry. There are countless files on the subject. Experts debate trade strategies at cross-country seminars, Federal-Provincial round-table conferences and during daily meetings in every branch of IT&C. Financial aid programs and incentive schemes support the export efforts of Canadian companies. Mountains of paperwork serve as a watershed for plans and ideas which trickle down from ministerial level, through various strata of government and private enterprise to people like Captains Rolf Schultz and Allan Vallis, men who know nothing of IT&C policies, yet are close to the basic truth: man cannot enjoy the benefits of an industrial society unless that society exports enough goods and services to compensate for purchases abroad.

The existence of a container port at Saint John is due to local initiative, as are the shipyard and the dock capable of handling giant tankers. The city is also famous for its sugar refinery, oil refinery and pulp mills.

H.T.T.

## Optimistic 1977 Forecast

In January, the Conference Board in Canada — a private, non-profit organization — forecast “a significant slow-down in the overall pace of economic activity in Canada in 1977. Measured in real terms, (growth) is expected to decline from 5% in 1976 to only 3% in 1977.”

The Board's pessimism did not extend to New Brunswick: “While the pace of economic activity in all other provinces is expected to decline, in New Brunswick a moderate acceleration is anticipated, resulting in output growth at a rate in excess of the national average. This represents a considerable turnaround from 1976 when New Brunswick experienced the lowest growth rate of all the provinces. Declines in output in the forestry, mining and construction industries in 1976 should be reversed in the coming year with further support coming from the service industries. On the negative side, declines are expected in both agriculture and fishing.

“Further increases in the unemployment rate from the average 1976 level are not anticipated, but this rate remains high at over 11%. Retail sales growth in 1977 should be close to the 10.5% experienced in 1976.”

*The following reports are based upon information supplied by provincial government personnel.*

### People, Place of Business, Earnings

	1975	1976	% Change 1976/1975
Population (Oct. 1)	681,000	692,000	+ 1.6
Labour Force	254,000	261,000	+ 2.8
Employed	229,000	232,000	+ 1.3
Unemployed	25,000	29,000	+16.0
Unemployment Rate (%)	9.9	11.1	...
Primary Industries	17,000	17,000	0.0
Manufacturing	36,000	34,000	- 5.6
Construction	20,000	20,000	0.0
Transportation, Communication, Other Utilities	25,000	26,000	+ 4.0
Trade	45,000	45,000	0.0
Finance, Insurance, Real Estate	9,000	10,000	+11.1
Community, Business, Personal Services	59,000	61,000	+ 3.4
Public Service	18,000	20,000	+11.1
Personal Income (\$M)	3,036	3,403	+12.1
Total Salaries, Wages (\$M)	1,818.8	2,020.0	+11.0
Average Weekly Earnings (\$)	182.40	200.65	+10.0

1976 figures are estimated



# Agriculture

## European drought a windfall

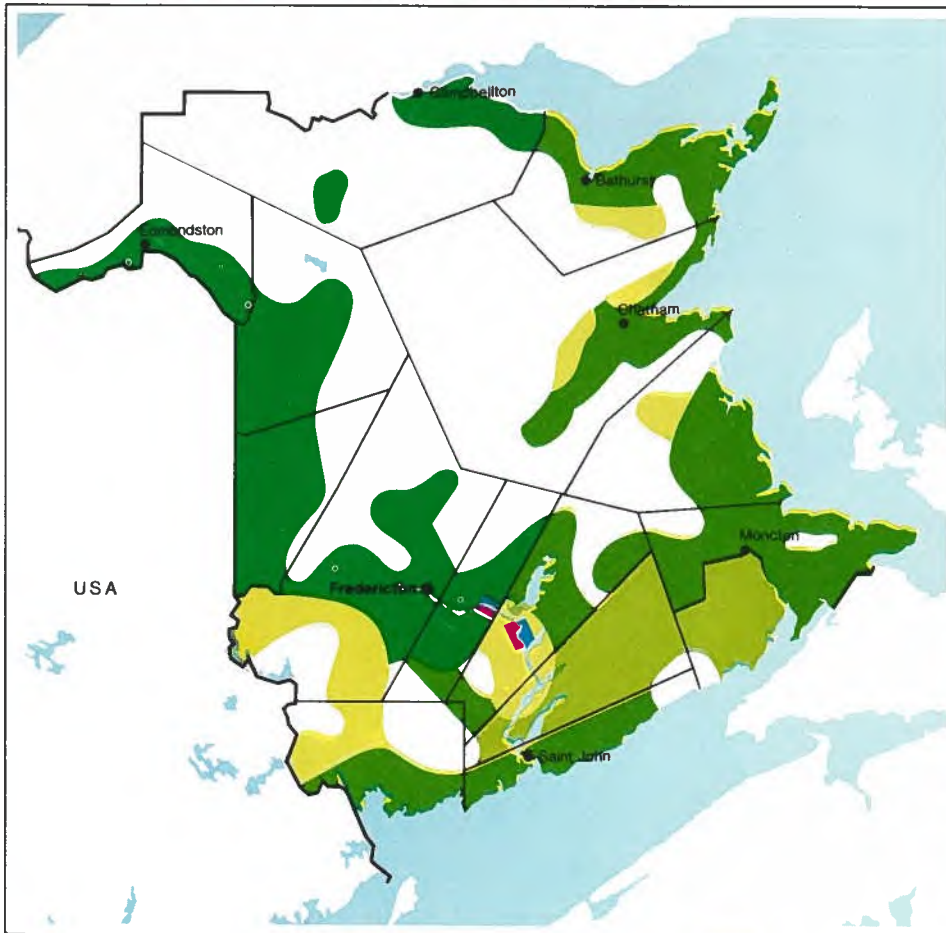
Farmers enjoyed a good year in 1976. Total receipts are estimated to exceed \$110 million, or 15+% better than 1975. Excellent potato sales accounted for most of the improvement, but eggs, poultry, vegetables and fruit did well. There was a slight decline in beef and hog sales.



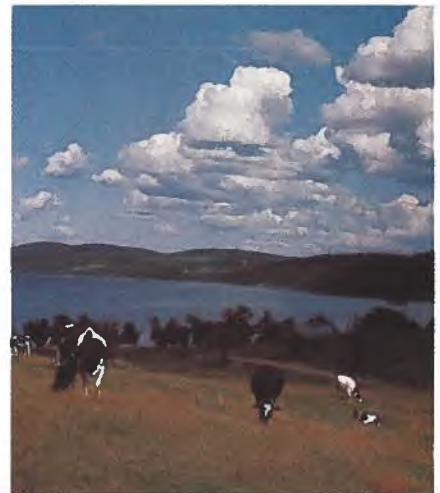
Remembering that widespread drought in Europe created an abnormal demand for New Brunswick potatoes, only a supreme optimist could hope for 1977 sales to reach the same peak — or price. Total agriculture receipts may dip below \$100 million, according to some experts.

Farm cash receipts	1975: \$ 96,321,000
	1976: \$110,000,000 (estimate)
	Increase: 15+ %

In the period 1971-75, farm receipts for potatoes, fruit, vegetables, oats and other crops virtually doubled, to more than \$40 million per annum. Cattle and calves, hogs, sheep, poultry, eggs and other dairy products increased earnings from \$32 million to \$50 million in the same period. What did not change was the farmer's contest with Nature. No government can legislate the weather, nor has science eradicated the bugs that infect cattle and crops.



- Potatoes  
Mixed Livestock  
Livestock Products
- Dairy Products  
Mixed Livestock  
Livestock Products
- Dairy Products  
Cattle
- Forest Products  
from Farms
- Vegetables  
Greenhouse Products  
Nursery Products
- Tree Fruits



*What has yet to become a significant factor in computer readouts is the jaded city dweller's yearning to escape from concrete canyons and enjoy the simple pleasures of country life — complete with colour television, dishwasher and air-conditioned automobile.*

# Mining

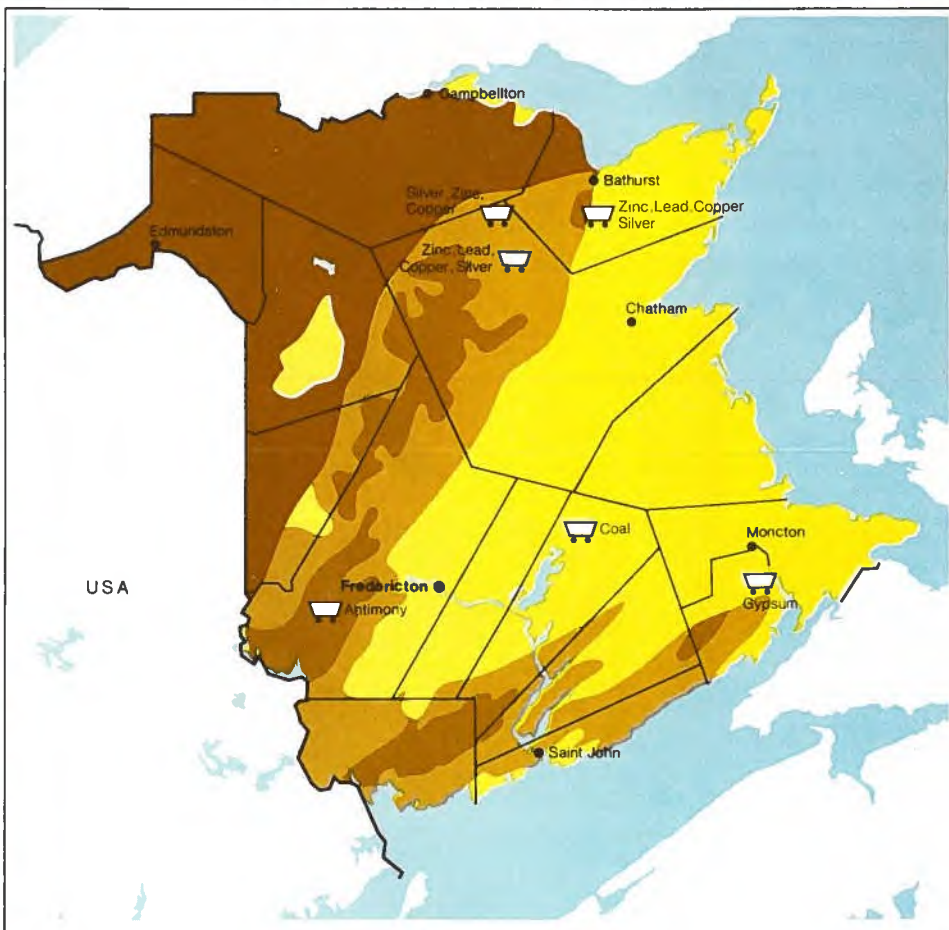
## Prospects good

The cash value of New Brunswick mine production doubled during the period 1972-75. A strike at Brunswick Mines contributed to the levelling off of provincial output figures for 1976, but another factor was falling prices for some metals in world markets.

The outlook for 1977 is brighter. Reliable forecasts put mine earnings up by 15%, with zinc the leader, and other metals and structural materials buoyant.

Mineral production (’000)	1975: \$231,895
	1976: \$255,057
	Increase: 10%

Fresh discoveries of mineral wealth are not peculiar to New Brunswick. Rich deposits are also being exploited in other parts of the world, including South America and Africa (where labour costs are below those of Canada). The true value of such natural riches depends to a large extent upon the technology of mining engineers, plant designers and processors.



*Mapping New Brunswick's mineral resources is a nightmare for any cartographer with deadlines to meet. Rather than reproduce out-of-date information, Stephen Shewchuk of CANADA COMMERCE prepared this special representation; but, hopefully, February 1977 facts may not be valid twelve months hence.*

- Sedimentary rocks with some volcanic rocks and gabbro sills, flat-lying to partly deformed
- Volcanic rocks, with basic and ultrabasic intrusions and some sedimentary rocks, deformed and metamorphosed
- Sedimentary rocks with some volcanic rocks and gabbro sills, slightly deformed to strongly deformed and metamorphosed
- Granitic intrusions, granitic gneiss, migmatite, granulitic gneiss, charnockite



## Fishing

### A turn of the tide?

The absence of official figures for 1976 cannot hide the fact that it was not a good year for landings or prices.

It is too early to forecast what effect the 200-mile fishing limit will have upon this important industry, but the main hope is for firmer prices in 1977.

Seafish landings

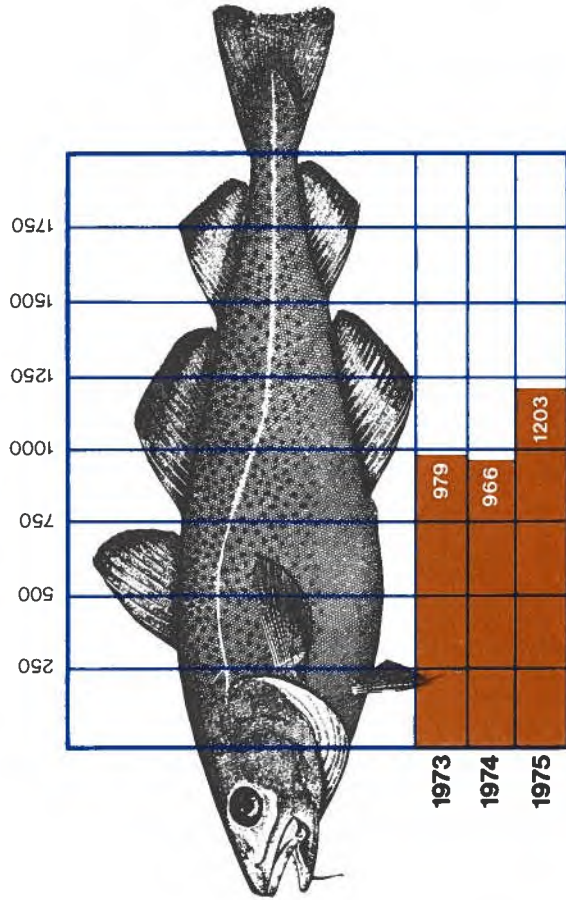
1975: 24,927

1976: 24,400

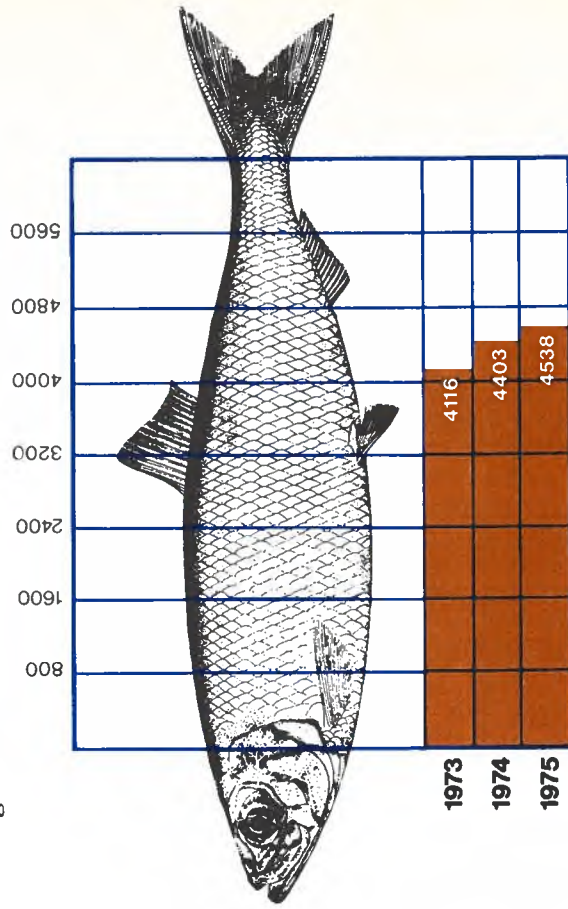
Decrease: 2.1%

### Value of seafish landings by major species (thousands of dollars)

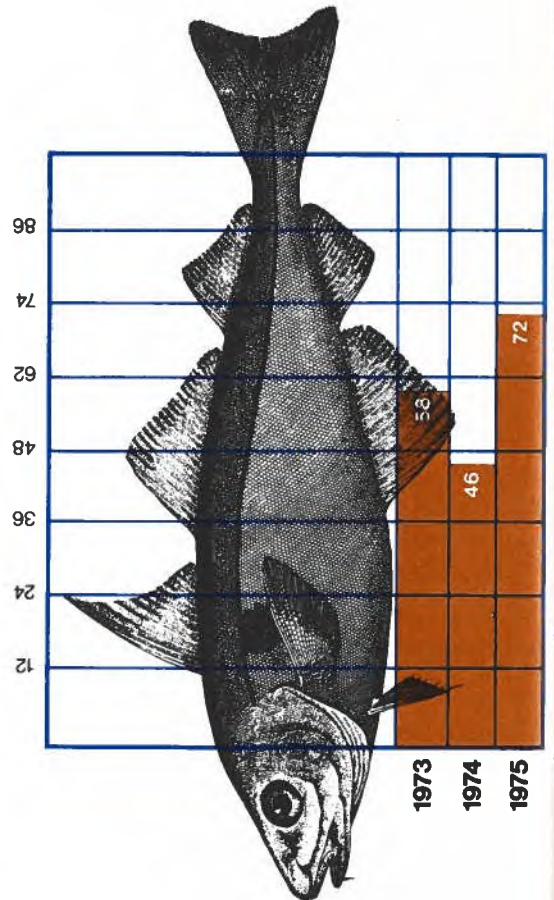
#### Cod



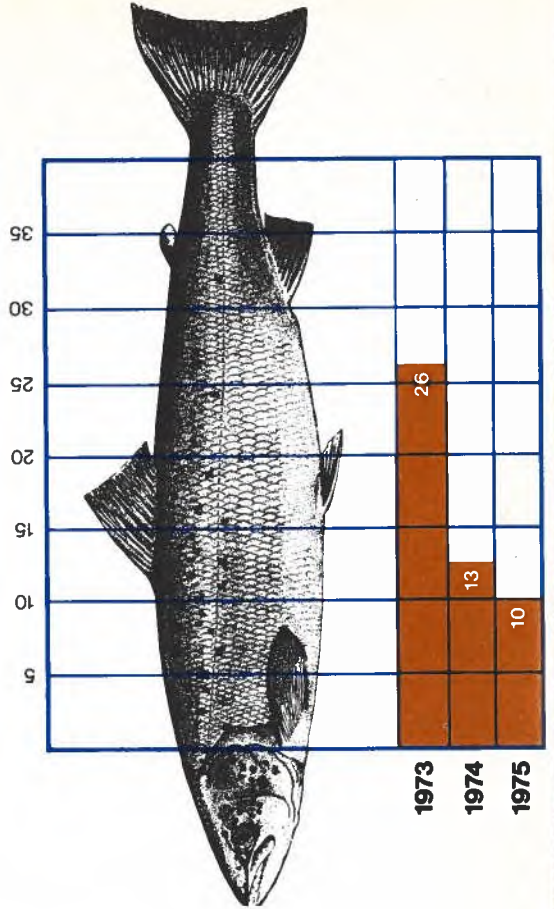
#### Herring



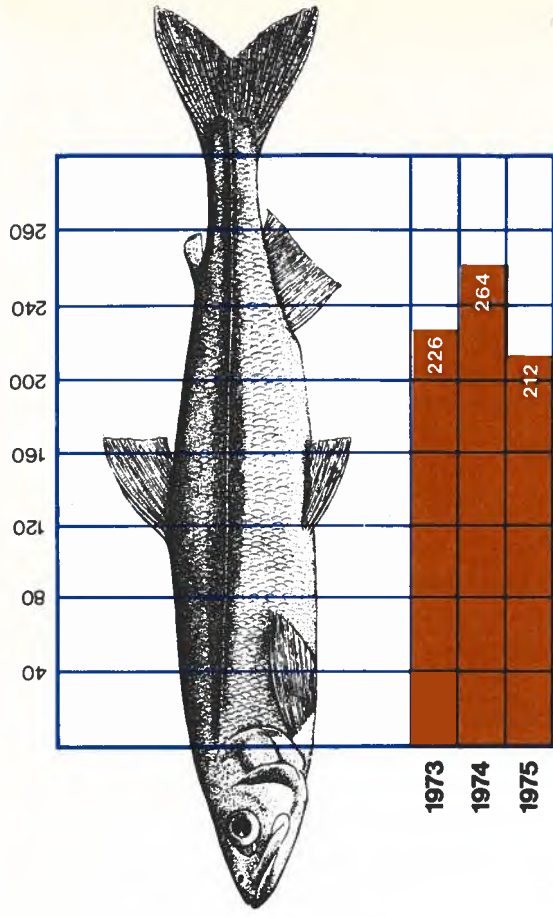
#### Haddock



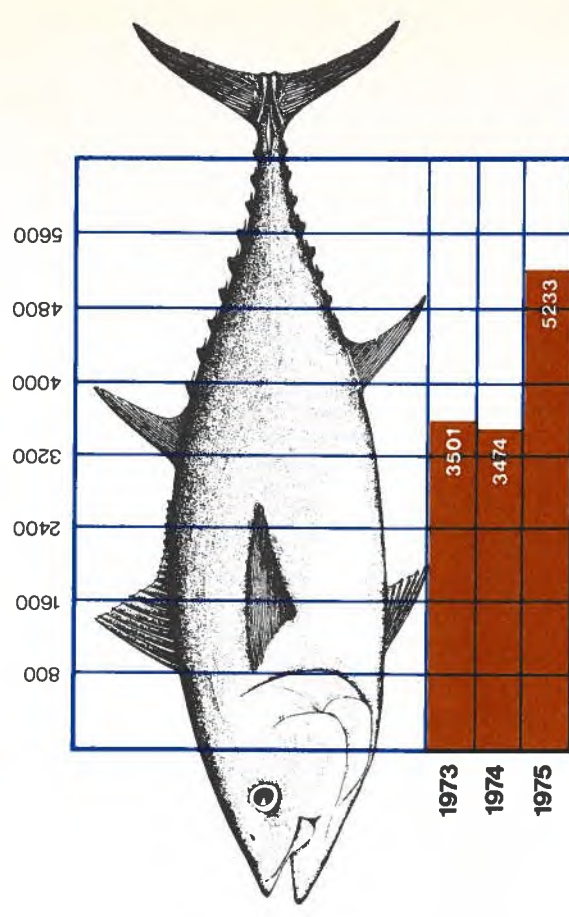
#### Salmon



**Smelts**



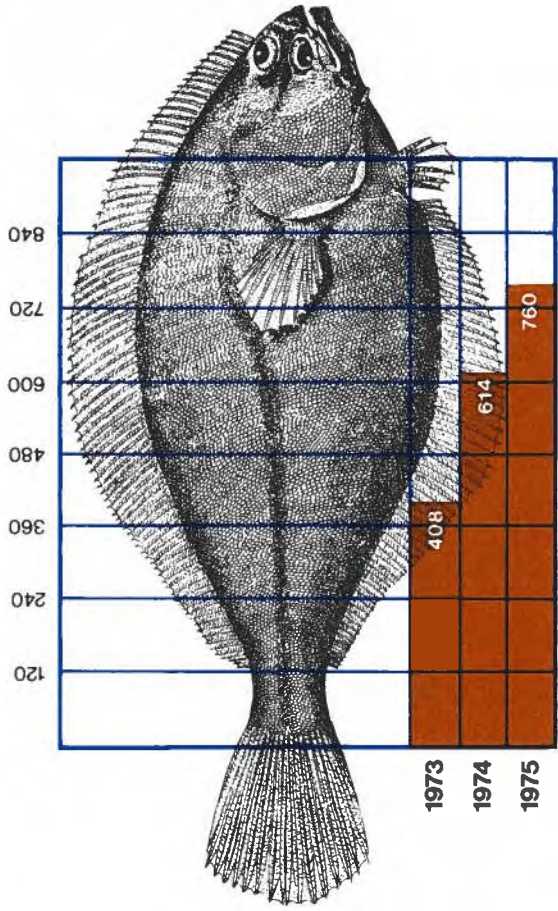
**Tuna**



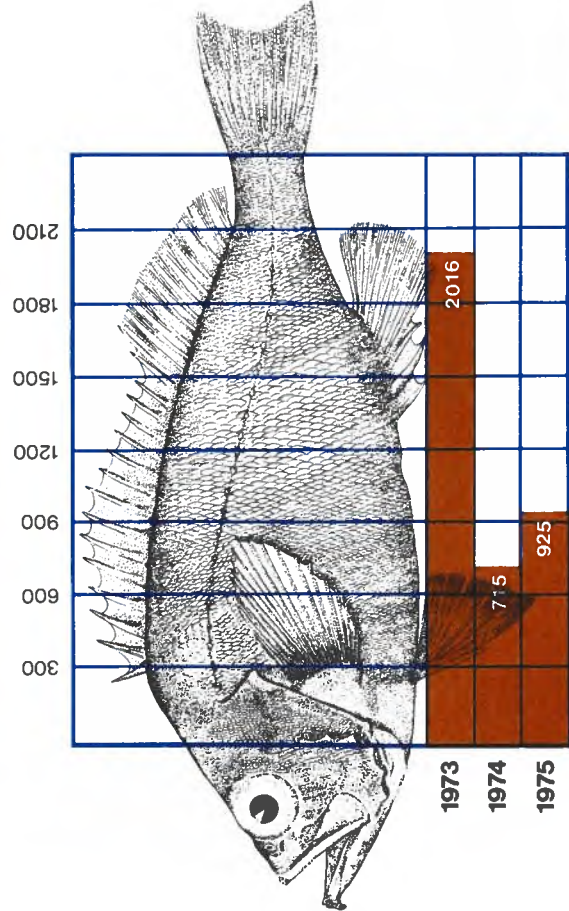
**Pelagic & Estuarial**

Other	1973	1974	1975
	709	730	556

**Plaice**



**Redfish**



**Groundfish**

Other	1973	1974	1975
	386	383	389

# Forestry

## U.S. housing starts key to prosperity

Although complete figures have yet to be filed, it seems likely that 1976 totals will be the lowest since 1972. Record production levels were established in 1973 and 1974, but the returns for the first nine months of 1976 showed pulpwood down by 11.5% over the comparable period of 1975.

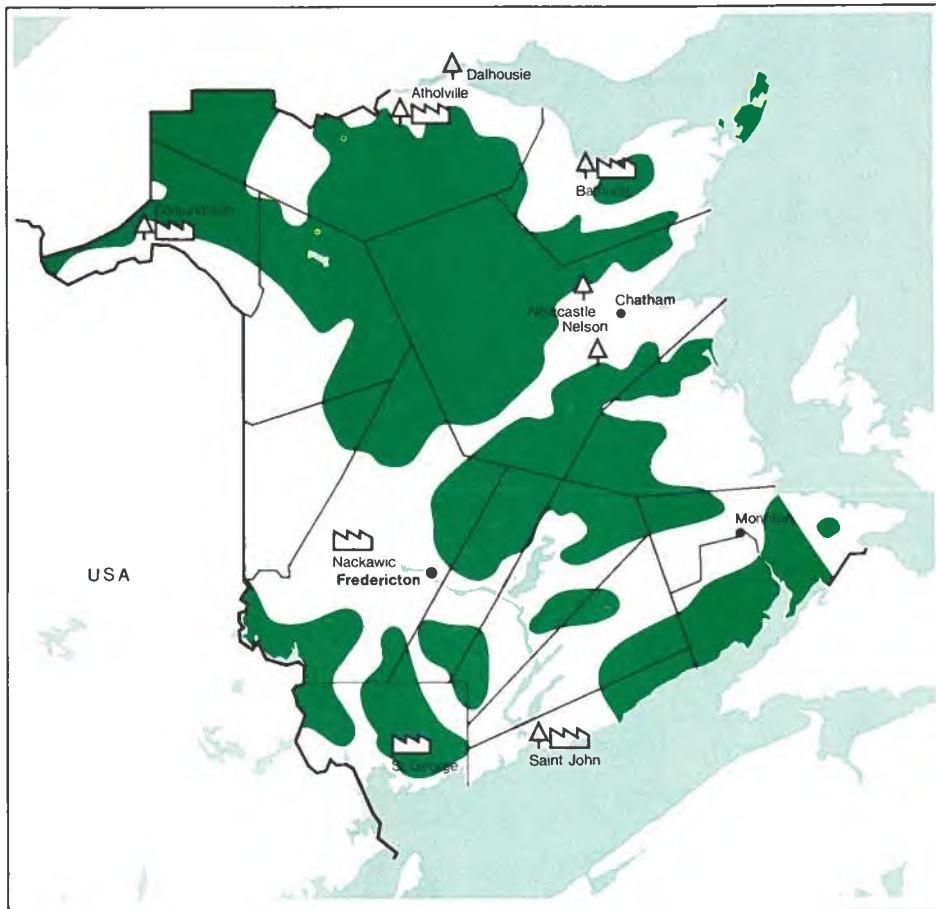
<b>Pulpwood production</b>	<b>1975: 2,013.3</b>
<b>('000 cubic units)</b>	<b>1976: 1,800.0</b>
	<b>Decrease: 10.6%</b>





Mention Canada to people on the other side of the Atlantic who have relatives or friends in this country and they will conjure up a romantic mental picture of forests and floating logs. In New Brunswick, as in most other provinces, timber is measured in dollars and cents. But a country survives and prospers, not by profit motivation alone but by its natural resources.

If the U.S. housing market becomes more active in 1977, sales of sawlogs should increase. There is less cause for optimism in respect to pulpwood, and any quickening of demand in international markets would benefit those mills with a healthy respect for the efficiency that keeps prices competitive.

<b>Pulp and Paper production</b>	<b>1975: 241.2</b>
<b>(1953 = 100)</b>	<b>1976: 263.9</b>
	<b>Increase: 9.4%</b>

<b>Sawn lumber</b>	<b>1975: 256.3</b>
<b>(million ft. board measure)</b>	<b>1976: 330.3</b>
	<b>Increase 28.8%</b>



- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li> <b>Pulp mill</b></li> <li> <b>Paper mill</b></li> <li> <b>Pulp and paper mill</b></li> <li> <b>Forest</b></li> </ul> | <p><b>Pulps</b></p> <ul style="list-style-type: none"> <li>Groundwood pulp</li> <li>Mechanical screenings</li> <li>Soda pulp</li> <li>Bleached sulphite (dissolving)</li> <li>Bleached sulphite (paper pulp)</li> <li>Unbleached sulphite (strong)</li> <li>Unbleached sulphite (news grade)</li> <li>Sulphate pulp, bleached</li> <li>Sulphate pulp, semi-bleached</li> <li>Sulphate pulp, unbleached</li> <li>Chemical screenings</li> <li>Defibrated or exploded wood</li> <li>Semi-chemical</li> </ul> | <p><b>Papers</b></p> <ul style="list-style-type: none"> <li>Newsprint</li> <li>Groundwood printing &amp; specialty papers</li> <li>Book paper</li> <li>Fine paper</li> <li>Miscellaneous fine papers</li> <li>Tissue paper other than sanitary</li> <li>Sanitary papers</li> <li>Special industrial papers</li> <li>Wrapping papers</li> <li>Building papers</li> <li>Paperboards</li> <li>Building boards</li> <li>Wet machine boards</li> <li>Paper products</li> <li>Linerboard, corrugating medium</li> </ul> |
|--|--|---|

## Manufacturing

### Cycles in the wake of U.S. trade winds

Statisticians who reduce economic cycles to a series of wavy lines on graph paper will tell you that some U.S. trade winds take a full year to cover the New Brunswick manufacturing sector. Certainly the aftermath of the American recession was felt by the province's pulp and paper industry. True, production figures for 1976 showed an improvement over the preceding year, but strikes had accounted for the poor showing in 1975.

Lumber fared better in 1976 — up 25% for the period January-August as compared to 1975.

Good annual returns are expected for the food processing industry.

The statisticians may have run out of graph paper: whatever the reason, they are hesitant about forecasting pulp and paper trends for 1977. There is more optimism about lumber sales, if only because America may launch new housing programs under the Carter Administration.

<b>Manufacturing shipments</b>	<b>1975:</b> \$1,647 million
	<b>1976:</b> \$1,810 million
	Increase: 9.9%

## Trade and Services

### Everything on the up and up

The port of Saint John registered its greatest annual increase in recent years. Traffic during the first eleven months of 1976 improved by 8.8%

Electric power provided by the NBEPC climbed 10%.

Insurance sales improved by 27.9% in the early months of the year and banks reported a 12.2% increase in the flow of cheques.

Salaries and wages — important guides to prosperity — showed a real growth rate of 7-10%.

Retail spending went up by 13%.

<b>Exports</b> ( '000)	<b>1975:</b> \$755.6
	<b>1976:</b> n/a
<b>Saint John port traffic</b> ( '000 cargo tons)	<b>1975:</b> 5,394.2
	<b>1976:</b> 5,516.9 (Jan. — Nov.)
	Increase: 8.8% (Jan. — Nov.)

## Construction

### Brick and concrete boom levelling off

The construction industry provided a major stimulus to economic growth during the period 1971-75. In dollar terms, it increased 250% and earned a record \$854 million in 1975. That figure represented 11% of GDP, or approximately 5% above the Canadian average.

Quite obviously, that growth rate could not be sustained and it was no surprise when the 1976 construction figures showed an improvement of only 0.5% above those of the preceding year.

Since the construction industry provides a disproportionately large share of the province's total economic activity, a realistic appraisal of future prospects is essential. Most major projects (except Lepreau) are complete or nearing completion. The expansion of the Fraser Pulp Mill will benefit the northwest corner of the province. Federal plans for an office complex in Bathurst and possible developments in Moncton are unlikely to promote much new activity before 1978.

<b>Investment</b> <b>(Construction)</b>	<b>1975:</b> \$854.4 million
	<b>1976:</b> \$859.8 million
	Increase: 0.6%



## Inflation camouflages reduced export volumes

The New Brunswick economy is heavily dependent upon exports of provincial products. In 1975, sales to other countries accounted for 23% of the GPP, or 2.3% above the national average. In cash terms, 1975 exports of \$755 million represented a 6% increase over the previous year. But although this performance compared favourably with a 2% improvement for the whole country, inflation camouflaged the fact that the volume of sales abroad was actually below the 1974 level.

New Brunswick's best customer is, of course, the U.S.A., which accounts for more than half the total exports. The main commodity groups include fish, forest products, petroleum and electricity.

Western Europe absorbed approximately one third of New Brunswick exports in 1975. Major buyers were Belgium-Luxembourg, the U.K., West Germany and Italy. Best sellers were woodpulp, newsprint, lead and zinc.

**Domestic Exports, New Brunswick 1971-1975**  
(thousands of dollars)

Commodity	1973	1974	1975
Live Animals	1,907	1,256	1,182
Food, Feed, Beverages and Tobacco	64,558	78,849	81,454
Crude Materials, Inedible	64,676	88,690	96,191
Fabricated Materials, Inedible	358,714	516,758	500,996
End Products, Inedible	38,090	27,154	71,551
Special Transactions, Trade	671	675	4,250
<b>TOTAL</b>	<b>528,616</b>	<b>713,382</b>	<b>755,624</b>



<b>New Brunswick Exports — 1975</b> (\$'000)	<b>Total</b>	<b>United</b>	<b>U.S. as %</b>
<b>Commodity</b>	<b>All</b>	<b>States</b>	<b>of Total</b>
	<b>Countries</b>		
<b>Live Animals</b>	<b>1,182</b>	<b>170</b>	<b>14.4</b>
<b>Food, Feed, Beverages &amp; Tobacco</b>	<b>81,454</b>	<b>46,641</b>	<b>57.3</b>
Fish, Fresh or Frozen	12,601	10,969	87.0
Fish, Preserved or Canned	15,846	7,797	49.2
Shellfish	23,904	20,734	86.7
Fruits and Vegetables	16,431	2,793	17.0
All Others	12,672	4,348	34.3
<b>Crude Materials, Inedible</b>	<b>96,191</b>	<b>17,491</b>	<b>18.2</b>
Wood Materials	6,670	5,627	84.4
Pulpwood	5,017	4,693	95.5
Mineral Products	81,581	6,339	7.8
Metals	77,310	2,289	3.0
Coal & Crude Petroleum	3,906	3,906	100.0
Non-metallic	365	144	39.4
All Others	7,940	5,525	69.6
<b>Fabricated Materials, Inedible</b>	<b>500,996</b>	<b>283,549</b>	<b>56.6</b>
Wood Fabricating Materials	14,932	13,437	90.0
Lumber	12,554	11,113	88.5
Woodpulp	265,384	146,592	55.2
Paper & Paperboard	143,277	65,626	45.8
Newsprint	134,673	64,280	47.7
Chemical Products	14,075	6,797	48.3
Fertilizers	11,791	5,123	43.4
Petroleum & Coal	22,953	22,611	98.5
Metallic Products	13,746	2,479	18.0
Non-metallic Products	646	568	87.9
Miscellaneous	24,524	24,452	99.7
Electricity	24,395	24,395	100.0
All Others	1,459	987	67.6
<b>End Products, Inedible</b>	<b>71,551</b>	<b>59,094</b>	<b>82.6</b>
Industrial Machinery & Equip.	10,544	3,089	29.3
Transportation & Comm. Equip.	48,896	47,728	97.6
Other Equipment and Tools	1,645	476	28.9
Personal and Household Goods	599	97	16.2
Miscellaneous End Products	9,865	7,704	78.1
<b>Special Transactions — Trade</b>	<b>4,250</b>	<b>3,687</b>	<b>86.8</b>
<b>TOTAL EXPORTS</b>	<b>755,624</b>	<b>410,632</b>	<b>54.3</b>



New Brunswick Exports — 1975					
Destination	Value (\$'000)	% of Total Exports	Destination	Value (\$'000)	% of Total Exports
<b>North America</b>	<b>411,390</b>	<b>54.4</b>	<b>Other Africa</b>	<b>7,851</b>	<b>1.0</b>
United States	410,632	54.3	<b>Other Asia</b>	<b>30,777</b>	<b>4.1</b>
<b>Western Europe</b>	<b>231,672</b>	<b>30.7</b>	Japan	20,220	2.7
United Kingdom	61,814	8.2	<b>Oceania</b>	<b>7,266</b>	<b>1.0</b>
Belgium-Luxembourg	69,544	9.2	Australia	5,846	0.8
France	8,101	1.1	<b>South America</b>	<b>22,568</b>	<b>3.0</b>
Germany West	35,720	4.7	Peru	4,777	0.6
Italy	27,693	3.7	Venezuela	6,072	0.8
Netherlands	6,236	0.8	<b>Central America</b>	<b>27,516</b>	<b>3.6</b>
Spain	10,901	1.4	Jamaica	5,759	0.8
<b>Eastern Europe</b>	<b>10,022</b>	<b>1.3</b>	Cuba	5,083	0.7
Yugoslavia	7,459	1.0	Puerto Rico	4,334	0.6
<b>Middle East</b>	<b>6,559</b>	<b>0.9</b>	<b>TOTAL</b>	<b>755,624</b>	<b>100.0</b>

This booklet is a supplement to CANADA COMMERCE, published by the Department of Industry, Trade and Commerce in Ottawa.

The editor of CANADA COMMERCE and a feature writer toured New Brunswick, met representatives of the Provincial Government, interviewed company directors, talked with economists, listened to fishermen and farmers, miners and manufacturers, sea captains and quayside workers, and consulted various works of reference.

From a variety of viewpoints offered by government officials and business executives, and after consulting masses of sometimes contradictory statistics, the two journalists — and a graphics designer-cum-cartographer — prepared this report on New Brunswick.

It is essentially a human document and, therefore, imperfect. Errors in some instances may have been perpetuated by the authors, but neither inaccuracies nor opinions expressed should be interpreted as a reflection of Government policy, federal or provincial.

CANADA COMMERCE is produced expressly for businessmen and is not available to the general public. The New Brunswick supplement is the first in a series which will cover all provinces.

Other specials in preparation or planned for 1977 include:

- The De Havilland Dash-7** — An in-depth report on the Canadian-designed short-take off aircraft which will be put through its paces at the Paris Air Show in June.
- International Marketplace** — A review of Canada's performance in world markets during the first quarter of 1977. Based upon information from embassies and posts abroad.
- Bombardier-MLW** Bombardier, the first name in snowmobiles, is a major force in rail locomotion, has manufacturing subsidiaries abroad, and is an important customer of suppliers in five provinces.
- Prince Edward Island** — Two more booklets in the Provincial Series.
- British Columbia**
- Venezuela** — The editor's on-the-spot report on Canada's trade links with one of the world's important sources of oil.

Canadian companies wishing to be placed on the CANADA COMMERCE circulation list should write to:

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**Canada Commerce**  
**Department of Industry, Trade and Commerce**  
**112 Kent Street**  
**Ottawa, Ontario K1A 0H5**

## The Federal Government is only a phone call away . . .

Twelve regional offices of the Department of Industry, Trade and Commerce are at the service of any local company or exporter in need of assistance with the planning or implementation of marketing strategy.

The Regional Director administers IT&C financial aid programs and, within certain monetary limits, has authority to formulate on-the-spot agreements. Regional office personnel are supported by industrial, marketing, export and economic specialists in Ottawa and in 88 Canadian Government embassies and posts abroad.

Regional offices maintain a close liaison with provincial governments in respect to trade development and multinational negotiations.

The IT&C office in Fredericton is staffed by a Director and three officers — all of them accessible by telephone and ready to arrange a time and place to meet and discuss the special problems of any businessman in New Brunswick.

---

### New Brunswick Regional Office:

Department of Industry, Trade and Commerce  
Suite 642, 440 King Street  
Fredericton, New Brunswick  
E3B 5H8

Telephone: (506) 454-9707

Telex: 014-46140

---



**Frederic D. Grimmer**

#### **Director: Frederic D. Grimmer**

Although born in Newcastle, New Brunswick, Fred Grimmer attended a Regina school and graduated from Acadia University, Nova Scotia—with a B.A. and M.A. (History) in 1951.

Following a three year (1951-54) period with the Nova Scotia Department of Trade & Industry, he divided eight years between manufacturing (Digby, N.S.) and insurance (Amherst, N.S.) before joining the Halifax office of the Department of Industry, Trade and Commerce.

Appointed Regional Director, Fredericton, August 1974.

#### **Officer: T. Lloyd Martell**

A native of Main-A-Dieu, Cape Breton, Nova Scotia, Lloyd Martell is an accountant by profession. He can also claim 9 years experience as a commercial fisherman, 10 years as hospital manager and 8 years as administrative officer with the quarantine service. Joined the Department of Industry, Trade and Commerce in 1964 and served in the Toronto regional office before his move to Fredericton in 1976.

#### **Officer: John J. Richard**

Born in Saint Anne De Kent, New Brunswick. Graduate of New Brunswick Teachers College and University of Alberta. Teacher at St. Joseph's University 1959-65. Joined the New Brunswick Government service in 1965. Following 5 years in Department of Youth in field of recreation, he was appointed Director of Handicrafts in Department of Tourism. Joined IT&C in 1975, working in Textiles and Consumer Products Branch. Transferred to Fredericton in 1976.

#### **Officer: C. Dianne Rivers**

Went straight from school to the Federal Government and acquired all-round secretarial and administrative experience in various departments in Ottawa, her hometown. Appointed office manager in Fredericton, February 1974. Although the youngest officer in the New Brunswick regional office, she has the longest service with IT&C.



## **Familiar Faces in Faraway Places**

Compiled by Lillian Jones, Canada Commerce

Transacting business in a foreign country is less of an ordeal if there's a familiar face within easy reach of the negotiating table. Canadian trade commissioners are ready to assist any businessman who ventures abroad and wants advice on local marketing conditions, tariff regulations or distribution problems. If you are planning a first trip to some faraway place, do not assume that the senior trade officer in that part of the world is a complete stranger. He is, in fact, a nomad, an international all-rounder who can assess export opportunities in maybe half a dozen countries. If you have travelled extensively, the chances are that you've met our man on the other side of a different ocean. If names sometimes elude you — and several officers do have the same surname — there's no forgetting a familiar, friendly, welcoming face. Drop him a line, if you are heading in his direction.



**ALGERIA**



Claude Courtemanche

Previously:  
Lagos  
Minneapolis  
Brussels

**ARGENTINA**



Jack Kepper

Previously:  
Santo Domingo  
Caracas  
Washington  
Hong Kong  
Peking

**AUSTRALIA  
MELBOURNE**



Don Armstrong

Previously:  
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Singapore  
Cairo  
Stockholm  
New York

**AUSTRIA**



George Hazen

Previously:  
London  
Singapore  
New York  
Accra

**BRAZIL  
BRASILIA**



Bill Ross

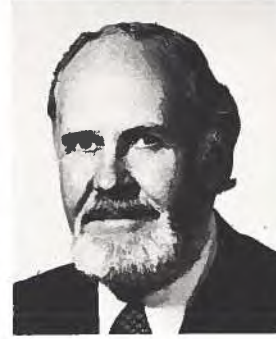
**ARAB REPUBLIC OF  
EGYPT**



Dean Browne

Previously:  
Guatemala  
Lima  
Beirut

**AUSTRALIA  
SYDNEY**



Bill Pybus

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London  
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Washington  
Moscow

**AUSTRALIA  
CANBERRA**



Gerald Green

Previously:  
Washington

**BELGIUM**



Norm Boyd

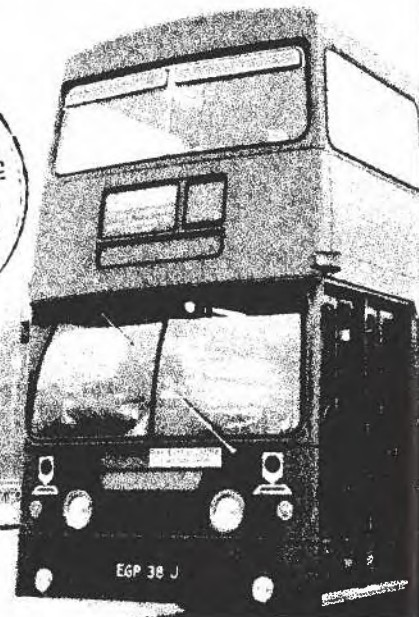
Previously:  
Berne  
Tokyo  
Washington  
Geneva  
Beirut  
Milan

**BRAZIL  
RIO DE JANEIRO**



Roger Blake

Previously:  
Los Angeles  
Cairo



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SAO PAULO**



John Bell

Previously:  
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Accra  
Abidjan  
Paris  
Sydney

**BRITAIN  
GLASGOW**



Alex Brodie

Previously:  
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Leopoldville  
Istanbul  
Athens  
Tehran  
Milan

**CHINA, PEOPLE'S  
REPUBLIC OF**



Mike Galbraith

Previously:  
Tokyo  
Hong Kong

**COSTA RICA**



John Treleaven

Previously:  
Sao Paulo  
San Juan

**CZECHOSLOVAKIA**



Bob Craig

Previously:  
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Buffalo

**BRITAIN  
LONDON**



Gerry Hughes

Previously:  
Glasgow  
Ankara  
Istanbul  
Beirut  
Stockholm  
Rome

**CHILE**



John Grantham

Previously:  
Philadelphia  
Mexico

**COLOMBIA**



Ed Shelly

Previously:  
Dublin  
Stockholm  
Seattle

**CUBA**



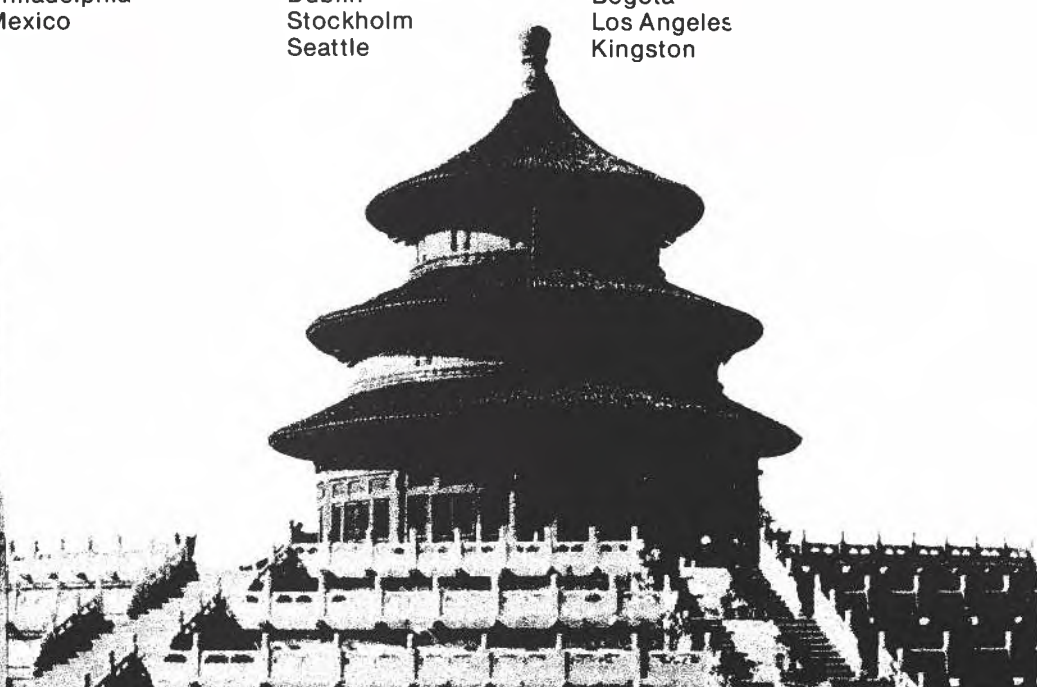
Sam Pattee

Previously:  
Bogota  
Los Angeles  
Kingston

**DENMARK**



Mac Hall



**FINLAND**



Chuck Donley

Previously:  
Singapore  
Cleveland  
Bogota

**GERMANY (FRG)  
BONN**



Gordon Mintenko

Previously:  
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Leopoldville  
Bonn  
Lagos  
Paris  
Brussels

**GERMANY (FRG)  
HAMBURG**



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**GUATEMALA**



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Previously:  
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San Francisco

**FRANCE**



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Previously:  
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Vienna  
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**GERMANY (FRG)  
DUESSELDORF**



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Previously:  
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Sydney  
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Rio de Janeiro  
Dallas

**GREECE**



Michael Vujnovich

Previously:  
Cologne  
Geneva  
Hong Kong  
Kuala Lumpur

**HONG KONG**



Mike Spencer

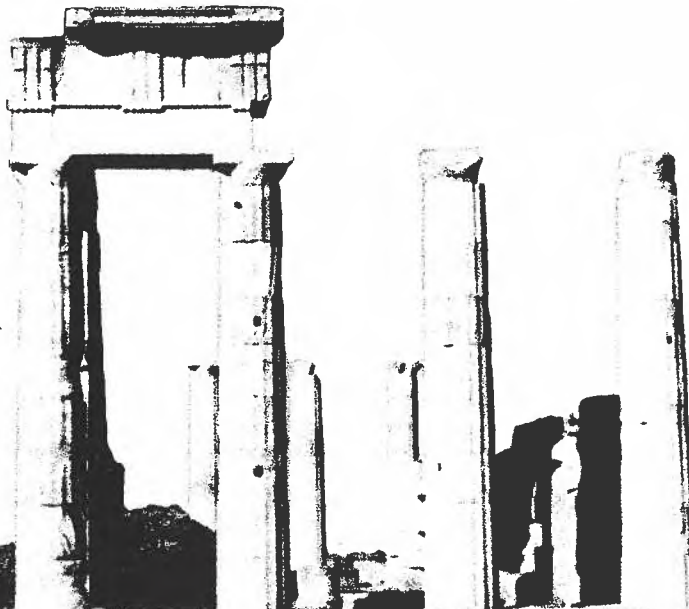
Previously:  
Tokyo  
Osaka  
Milan

**INDIA**



Vic Lotto

Previously:  
Beirut  
Detroit  
Milan



**INDONESIA**



Clive Carruthers

Previously:  
Wellington  
Boston  
Belgrade  
Guatemala

**IRAQ**



Wayne McKenzie

Previously:  
Melbourne  
Seattle  
Cairo

**ISRAEL**



Brian Baker

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New Delhi

**ITALY  
MILAN**



Van Van Tighem

Previously:  
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Sao Paulo  
Rio de Janeiro  
Mexico  
Vienna  
New York  
London  
Caracas

**JAMAICA**



Cam Miller

Previously:  
Salisbury  
Rome  
Santiago

**IRAN**



Doug Valentine

Previously:  
Duesseldorf  
Bogota  
Rio de Janeiro

**IRELAND**



Normand Villeneuve

Previously:  
Melbourne  
Brussels

**ITALY  
ROME**



Roger Bull

Previously:  
Detroit  
Leopoldville  
Bogota  
Moscow  
Dublin

**IVORY COAST**



Roland Goulet

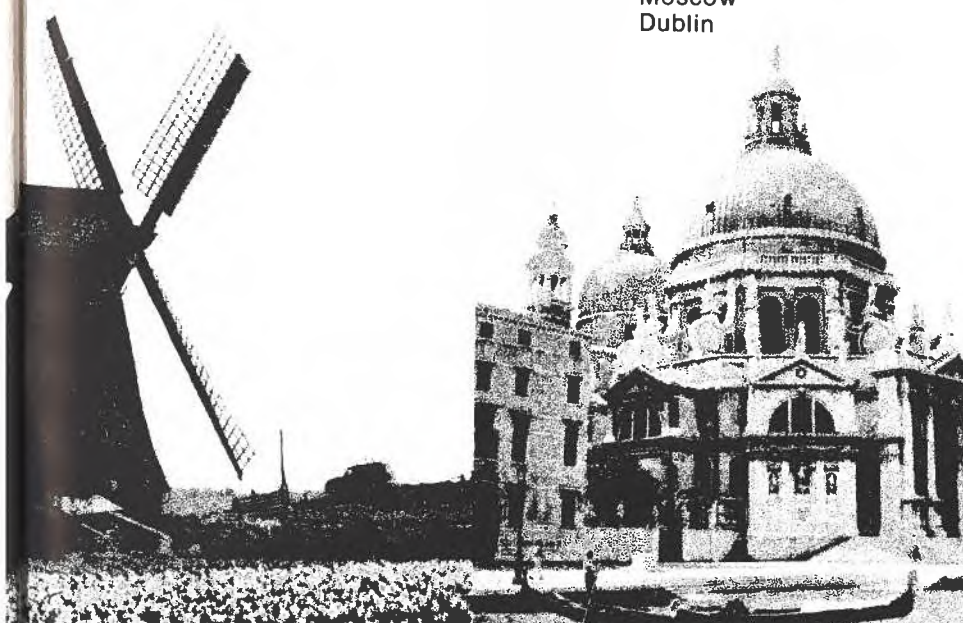
Previously:  
Seattle  
Paris

**JAPAN**



Bob Dawson

Previously:  
Guatemala  
Manila  
Madrid  
San Francisco



**KENYA**



**Orval  
Bennett**

Previously:  
London

**MALAYSIA**



**Earl  
Jones**

Previously:  
Detroit

**MOROCCO**



**Colin  
Russel**

Previously:  
Madrid  
Hong Kong

**NEW ZEALAND**



**Bruce  
Marshall**

Previously:  
The Hague  
London  
Washington  
Cleveland  
Copenhagen

**NORWAY**



**Gustav  
Rezek**

Previously:  
Bonn

**KOREA**



**Bob  
Lee**

Previously:  
Dallas  
Tokyo

**MEXICO**



**John  
Hill**

Previously:  
Copenhagen  
Havana  
Bangkok

**NETHERLANDS**



**Ted  
Gibson**

Previously:  
Mexico City  
Canberra  
Kuala Lumpur  
Islamabad  
Caracas

**NIGERIA**



**Duane  
Van Beselaere**

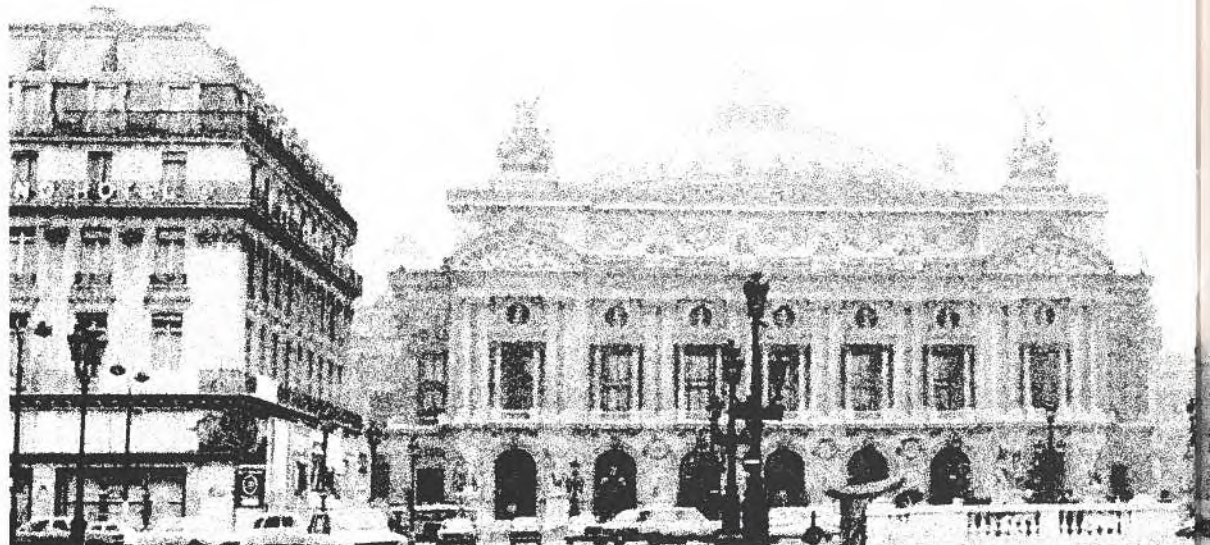
Previously:  
Sydney  
Wellington  
Singapore  
Hamburg

**PAKISTAN**



**Larry  
Duffield**

Previously:  
Dayton  
Bonn



**PERU**



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Lima  
Santiago  
Islamabad  
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**POLAND**



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Previously:  
Tehran  
Bonn

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Paul Donohue

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Chicago  
Athens

**SAUDI ARABIA**



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JOHANNESBURG**



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Cleveland  
London

**PORTUGAL**



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Madrid  
Paris  
Leopoldville  
Stockholm  
Karachi  
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Brussels

**ROMANIA**



Chris Poole

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New York  
Brussels  
Abidjan

**SINGAPORE**



David Cooper

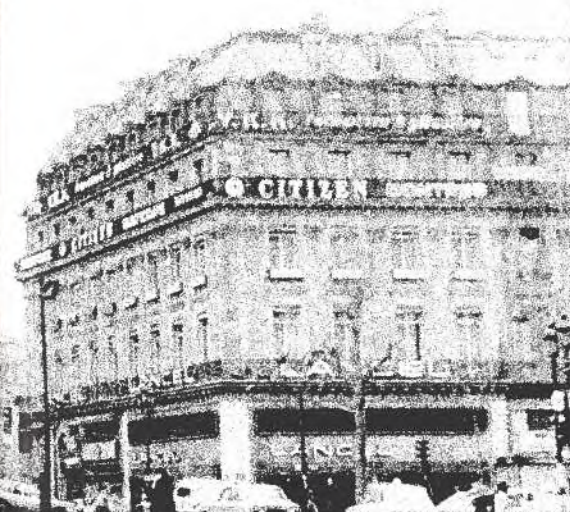
Previously:  
Tehran  
Los Angeles

**SOUTH AFRICA  
CAPE TOWN**



Word Evans

Previously:  
Mexico City  
Port-of-Spain  
Havana  
Liverpool  
Cleveland  
New Delhi  
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Atlanta



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Burke

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Santiago  
Lima  
Sydney  
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Kingston  
Buenos Aires  
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Larry  
Lederman

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**TRINIDAD AND  
TOBAGO**



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**U.S.S.R.**



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Cheney

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Blackwood

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**SWEDEN**



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Blackstock

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New Orleans  
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**THAILAND**



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Lang

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**TURKEY**



Don  
Leavitt

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Cape Town  
Kingston  
New York

**UNITED STATES  
WASHINGTON**



Tony  
Halliday

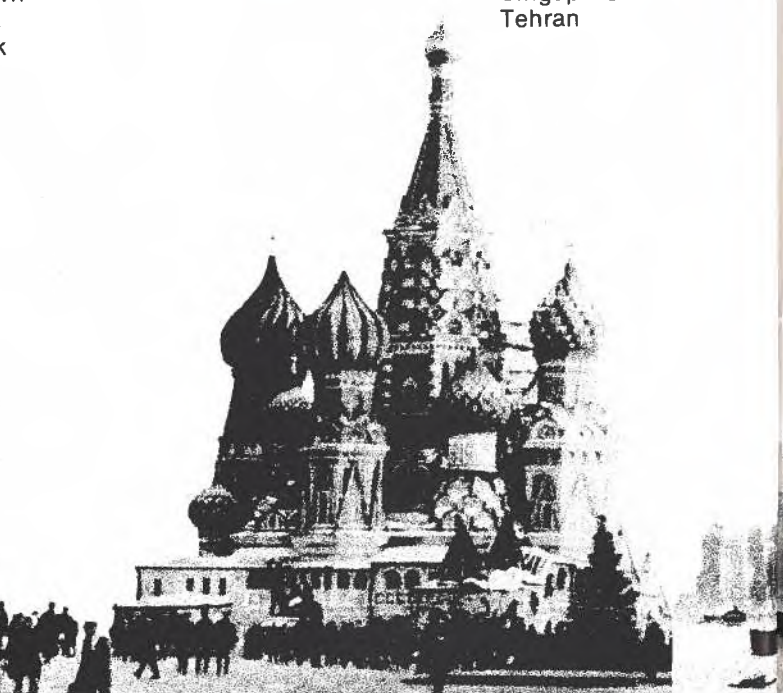
Previously:  
GATT — Geneva

**UNITED STATES  
ATLANTA**



Doug  
Branion

Previously:  
Paris  
Singapore  
Tehran



**UNITED STATES  
BOSTON**



**Claude  
St. Pierre**

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Paris  
Tehran

**UNITED STATES  
CHICAGO**



**Bob  
Burchill**

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**UNITED STATES  
DALLAS**



**Stu  
Hay**

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Melbourne  
Mexico City  
Detroit  
Philadelphia

**UNITED STATES  
LOS ANGELES**



**Wiley  
Millyard**

Previously:  
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Bogota  
Salisbury  
Philadelphia  
New Orleans

**UNITED STATES  
PHILADELPHIA**



**Howard  
Campbell**

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Kingston  
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Duesseldorf  
Berne

**UNITED STATES  
BUFFALO**



**Alexander  
Johnston**

Previously:  
Dayton

**UNITED STATES  
CLEVELAND**



**Bob  
Woolham**

Previously:  
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Chicago  
Tokyo  
Paris  
Hong Kong  
Kingston

**UNITED STATES  
DETROIT**



**Frank  
Harris**

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The Hague  
Bombay  
New Orleans  
Mexico City

**UNITED STATES  
MINNEAPOLIS**



**John  
Bailey**

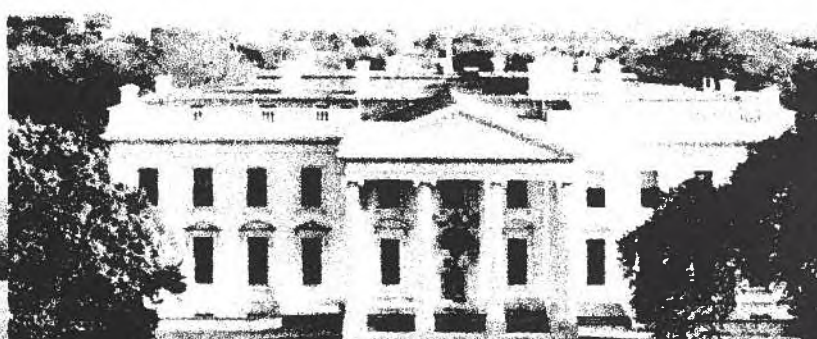
Previously:  
Detroit  
Paris  
Bogota  
Singapore  
Caracas  
Buffalo  
Beirut

**UNITED STATES  
SAN FRANCISCO**



**Carl  
Rufelds**

Previously:  
Beirut  
Milan  
Bangkok



**UNITED STATES  
SEATTLE**



**Al  
Stewart**

Previously:  
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Stockholm

**YUGOSLAVIA**



**Donald  
McLennan**

Previously:  
Hong Kong

**ZAMBIA**



**Bob  
Lee**

Previously:  
Karachi  
Philadelphia  
Belgrade  
Boston

**VENEZUELA**



**Jim  
Elliott**

Previously:  
Karachi  
Duesseldorf  
Paris  
Bogota

**ZAIRE**



**Pierre  
Duchastel**

Previously:  
Paris  
Philadelphia

**UNITED NATIONS**  
*NEW YORK*



Doug  
Lindores  
Previously:  
Kuala Lumpur  
Paris  
Kinshasa

**EUROPEAN  
COMMUNITIES**  
*BRUSSELS*



D'Arcy  
McGee  
Previously:  
London

**NORTH ATLANTIC  
COUNCIL**  
*BRUSSELS*



Fred  
McNaughton



## International Trade Fairs: Good For Openers But Not The Last Word

Canada's economy wasn't too healthy at the time, and sales figures were down, so the company booked a booth at a European trade fair. The idea was to wrap up a few sales over there to make up for the slump over here. Only it didn't work out that way. On its first sortie overseas, Space Circuits Ltd. learned that the hit-and-run approach to exporting is a waste of time.

"People won't buy from anyone who isn't a familiar name and doesn't have a good track record," says W.H. Fraser, Vice-President of the Waterloo, Ontario, company. "You have to be prepared to offer good quality, a product that is price competitive, good service, and have someone beating the bush for you all the time. It's the only way to do export business effectively and well."

Space Circuits' second appearance in Europe was as one of 16 companies in Canada's IT&C-sponsored pavilion at Electronica '76 in Munich, Germany, November 25 to December 1. Altogether, 1,600 manufacturers from 31 countries displayed electronic components, sub assemblies and production equipment in 10 exhibition halls, and their products were scrutinized by 80,000 prospective customers from 65 countries. Held every two years in conjunction with a microelectronics symposium, Electronica is the world's largest showcase for the industry, and last year's fair was the largest and most successful ever.

The combined on-site sales of the Canadian exhibitors approximated \$2 million, but a few of them never clinched a single sale on site and had no intention of doing so when they booked space in the show.

"We went strictly for exposure to a good quantity of quality customers," says Fred Jay, Sales Manager of Fisher Gauge Ltd. However, weeks after the show, as CANADA COMMERCE was going to press, the Peterborough, Ontario, firm was on the verge of closing its first "very nice order" as a result of its Munich showing.

Canada's Ambassador to Bonn, Mr. J.G.H. Heaslip presents a maple leaf pin to Mr. Vom Hovel, General Director of the Munich trade fair corporation, during their joint visit to the Canadian stands at "Electronica '76".



Trade shows differ in nature, partly because of the type of products they promote. In the electronics field, many products must be built to customer specifications, and what is tested at a fair site is not so much a manufacturer's product as his capability and accessibility. But experienced exporters say that even when products are suitable for on-site sale, if that's all an exhibitor aims for he may as well not participate in the first place. "It's a waste of everyone's time," says Mr. Fraser. "That exhibitor would be better off staying home and watching television."

Walter Odze, President of Computer Metal Reg'd., Montreal, puts it this way: "The trade show is a beginning. It provides an opportunity to meet prospective customers and lets them see what manufacturers are capable of. It gives us a chance to find out who our competitors are, what they are producing and what their prices are. Trade shows are absolutely essential as a starting point for export, and you have to go back and back to them to find out what's happening, and to get the feel of things. You must also appoint representatives. You can't go to a trade fair, make a few contacts, and then hope to sell from home base. That's useless."

In preparation for a show, an exhibitor should, at the very least, produce a good display, provide proper company literature and take full advantage of IT&C's pre-show publicity program, assign people who are intimately knowledgeable with the company and its products to staff the stand, engage an interpreter if the language is different, make hotel and travel arrangements, and alert potential customers and representatives in the market where the fair is taking place to visit the company's stand. Both federal and provincial trade commissioners abroad are equipped to help manufacturers identify probable customers and agents, and can be of invaluable assistance, particularly to novice exhibitors.

Exporters add refinements to the pre-show warm-up as they gain experience. Some send literature and samples to prospective clients weeks in advance; others call on them personally. An executive from Hammond Manufacturing Co. Ltd., Guelph, Ontario, spent two weeks in England calling with the company's representatives on customers and prospects, inviting them to visit the company stand at Munich and assuring them of Hammond's continuing presence in the European market.

"Preparation requires attention to detail," says Mr. Fraser. "After the show the real work starts, and if you're not prepared to do it you should forget the whole thing. We are now committed to export because we feel that is the only way to grow, particularly in the electronics field, because the Canadian market is just not big enough."

Mr. Jay stayed in Germany for a week following Electronica to call on contacts he had made at the show, and is returning in April on a PEMD grant to do more reconnoitering and to appoint representatives.

"It takes a little extra work to do business in another country, but if you're in the selling business it's part of the job," he says. "You have to keep at it. We went to England faithfully every six months for two years while the economy there was slow, but it finally paid off in an order just last December, which made all the effort worthwhile." It is this type of effort which enables Fisher Gauge to export 80% of its production.

Follow-up is the name of the game. Immediately after a trade show is over, the most successful exporters send detailed information in letters, literature and samples to all the contacts they made at the show — which could number several hundred — and copies of all correspondence to their representatives, who follow through with personal calls. They familiarize themselves with the services provided by the Trade Posts and make fullest use of them. Many regularly visit their export markets, often with IT&C organizational and financial support. They continually advertise in the media in those markets to keep their name known to prospective customers, and send the media news releases of company and product information which is published without cost and frequently generates additional inquiries. If they lose out on a sale they find out why and take steps to succeed next time. They honour quality, delivery and service commitments. And they keep pushing and pushing for more business.

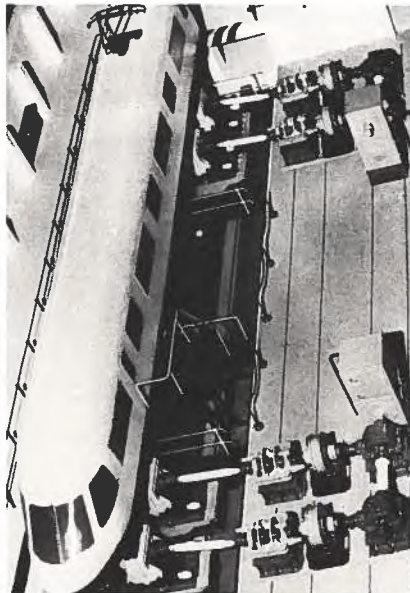
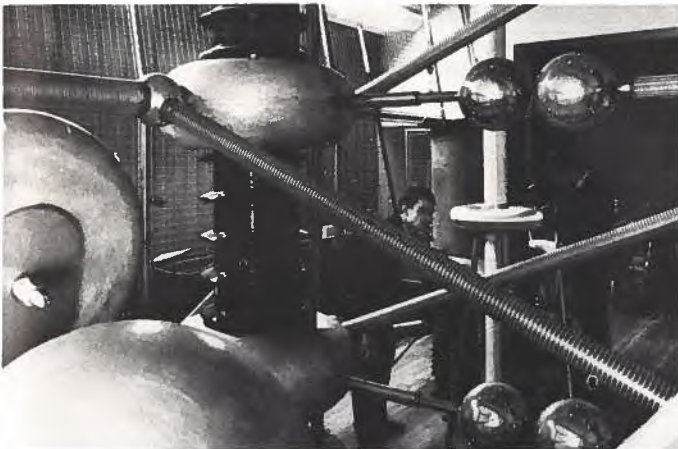
"If you don't follow up fully and effectively," says Michael Mittag, Export Manager of Electrovert Ltd., Montreal, "the investment in an exhibition isn't justified." Dollars and cents says it a little more plainly. Canada's exhibitors at Electronica '76 estimate that if they follow up on the leads that the show produced, they can swell their \$2 million on-site sales figure to \$8 million by the end of the year. And more sales are likely to follow; it is not unusual for sales made three or four years after a show to be traced back to it.

#### Electronica '76 exhibitors:

Amphenol Canada Limited, Scarborough, Ont.; Bowmar Canada Limited, Ottawa, Ont.; Cercast Inc., Computer Metal Reg'd., Electrovert Limited, National Semiconductors Limited and Shellcast Foundries Inc., Montreal, Que.; Croven Limited, Whitby, Ont.; Fisher Gauge Ltd., Peterborough, Ont.; Hammond Manufacturing Company Limited, Guelph, Ont.; Hypernetics Limited, Arnprior, Ont.; RCA Limited's EC Division, Ste. Anne de Bellevue, Que.; EDAC Inc. and Electronic Hardware Specialties Ltd., Toronto, Ont.; Space Circuits Ltd., Waterloo, Ont. and Mitel Corporation Ltd., Kanata, Ont.

**Course Set for Exports.** Nine Canadian companies who were among 800 exhibitors at Chicago's International Marine Trades Exhibit & Conference, Sept. 30-Oct. 3, project sales of \$1.8 million as a result of the fair. The manufacturers, from Nova Scotia, New Brunswick, Quebec, Ontario and Manitoba, showed a wide range of products including a cruising houseboat, cabin cruisers, weekend sailing dinghies, inflatables, canoes, pedal boats, oars and paddles, but sailcraft such as the 4.04 by Mistral, Lac Megantic, Quebec, stopped most of the traffic. Held at McCormick Place, the show was open only to marine dealers, distributors, wholesalers and importers.

**Fascinating Furniture.** The TM 70 group of tables by Roger Rougier Ltée of Montreal, featuring the unusual combination of inlaid mirrors and laminated wood with a suede texture coating, typifies the contemporary look of Canadian furniture now on permanent display at the Southern Furniture Market in High Point, North Carolina. Eight manufacturers specializing in furniture for the dining room, living room and bedroom, opened permanent showrooms in October, 1975, after exhibiting semi-annually at the Market for three years. New lines are still introduced every April and October for buyers from all parts of Europe and North America. During last October's showings, Canadian manufacturers wrote orders for \$372,729 and predicted 12-month sales approaching \$3½ million. The permanent exhibitors, located on the 11th floor of the Market's Main Street Wing, are the Ontario firms of Airborne/Arconas, Toronto; ICD Furniture Design Ltd. and Fine Art International, Scarborough; R. Huber & Co. (Canada) Ltd., Downsview and Sklar Furniture Ltd., Whitby and the Montreal firms of Impact 2000, R.S. Furniture Inc. and Roger Rougier.



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# Foreign Tariffs and Trade Regulations

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## Chile

Tariff reductions affecting about 2,000 items in the Chilean customs tariff were published in the Official Gazette of December 23, 1976. The January 8, 1977 issue of the same publication contains a complete new customs tariff and covers the fourth stage of the Chilean Government's plan to reduce duty rates to a maximum of 35% by January 1978.

Information on rates of duty on specific products may be obtained from the Latin America Division, Western Hemisphere Bureau, IT&C.

## Latin American Regulations

A new pamphlet on Agency Regulations in Latin America has been published by the Department of Industry, Trade and Commerce. Canadian exporters who are interested in the Latin American market can obtain a copy of the pamphlet from the Latin America Division, Western Hemisphere Bureau, Department of Industry, Trade and Commerce, Ottawa, K1A 0H5.

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## Montreal Port Activity

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Total cargo tonnage at the Port of Montreal for the year 1976 is estimated to reach 21.4 million tons compared with 22.6 million tons in 1975.

The decrease in tonnage was due to a decline of one million tons in grain handling. Port Manager Mr. N. Beshwaty attributed this result to an increased use of private elevators along the St. Lawrence and due to a disruption of the regular tug service at the Port during the latter part of the year.

The general cargo category (the most profitable for the Port) has shown encouraging signs of recovery and will result in a total of 3.6 million tons, which is an increase of 600,000 tons, or 20% over 1975.

Container traffic continued its upward trend in units and volume. An estimated 123,000 loaded units were handled, for a volume of 1.7 million tons of general cargo. This represents a significant increase of 32% over 1975.

Winter navigation (December 15, 1975-March 31, 1976) resulted in 274 ship voyages carrying more than 2 million tons of various products. This was achieved despite the exceptional closing of the St. Lawrence River Ship Channel for a period of 22 days.

During 1976, \$7.5 million was spent in capital and maintenance expenditures as part of a continuous modernization and maintenance program.

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## Soviet ships head for Toronto

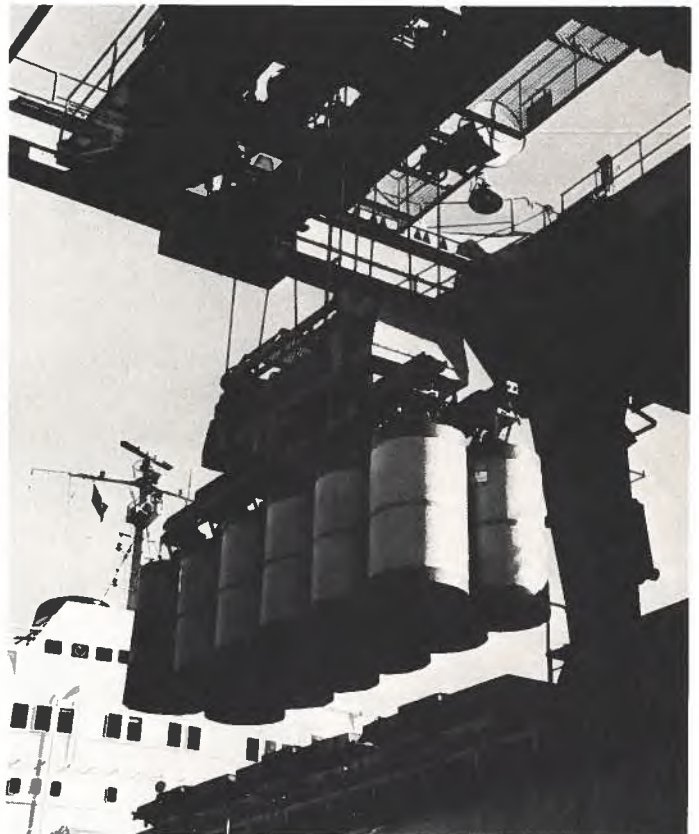
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Ships of the Soviet Union made 65 trips to the Port of Toronto during the 1976 shipping season to lead the parade of vessels engaged in overseas trade, according to figures released by the Toronto Harbour Commission.

Germany was second with 61, followed by Norway with 44 and Greece with 23.

It was the third year in a row that the Soviets have led Toronto's ocean traffic. In 1974 they made 53 calls at the port, followed by 64 in 1975.

A total of 339 overseas ships, representing 24 lines and flying the flags of 26 nations, entered port in 1976.



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## Business Blooms in Florida

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Baymont Engineering Company, a wholly-owned subsidiary of Monenco Limited, Montreal, has been awarded a contract by the United States Corps of Engineers for the complete design of the aircraft corrosion control and aircraft run-up facilities of the MacDill Airforce Base in Tampa, Florida.

The corrosion control facility will be used for cleaning, corrosion control and painting of aircraft and aerospace ground equipment. At the run-up facility, aircraft will be tested at varying degrees of engine power, after major

overhaul operations on the aircraft are performed. It will be designed to withstand a maximum 60,000 lb. thrust factor, assuring adequate operational safety.

Baymont Engineering, with headquarters in St. Petersburg, Florida, operates primarily in the Southeastern United States. It offers a wide range of services, particularly in connection with chemical plants and the mining and processing of phosphates. Monenco Limited groups some fifty consulting firms, with projects in over thirty countries around the world.

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## European Community has textiles imbalance

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Although the European Community is the largest and fastest growing market for textile products, the output of its own textile and clothing industries is falling, partly because of reduced exports and lower domestic consumption in 1974-75, but mainly because of sharply increased imports, especially from developing countries. Community workers, particularly women, are steadily losing jobs, investment and modernization are falling off, and the prosperity of parts of the Community is threatened. The Community remains committed to growing free trade in this sector; at the same time, it seeks to ensure a fair deal for its textile producers and their workers.

With Canada and its other major trading partners, the Community is currently reviewing the future of the "Multi-fibres Arrangement" — an international agreement that expires at the end of this year — which seeks to promote the orderly expansion of world trade in textiles.

Between 1973 and 1975, the Community's imports of textile goods and clothing increased in value by 41.8% (25% for textiles and 61% for clothing). Its exports rose 13.4%. During the first six months of 1976, imports rose 19.5%, compared with the same period of 1975. For other developed countries overall growth in imports was 8% (-6% for textiles, + 26% for clothing).

The Community accounted for 72% of the total increase in imports by developed countries over 1973-75; its share of imports by developed countries increased from 33% to 39%.

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## World's largest trading unit

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"The largest trading unit in the world" is how Roy Jenkins described the European Community. Addressing the Massachusetts Institute of Technology, Mr. Jenkins, former British Chancellor of the Exchequer and now President of the Commission of the European Communities, summarized the economic capacities of the nine-member Community: "So long as the Economic Community is a flourishing concern, there is a certain logic driving its members towards at least political co-operation and perhaps one day a Political Community; but if the Economic Community looks sick and the economics of its member states diverge, so the machinery of political co-operation looks sick too, and co-operation, let alone anything more ambitious, becomes increasingly hard to attain.

"In 1975, the total population was just short of 260 million, against 212 million for the United States and 110 million for Japan. Its gross domestic product was \$1,362 billion against \$1,505 billion for the United States and \$491

billion for Japan. The volume of its imports (*excluding* trade among its members) was \$155 billion against \$97 billion for the United States and \$58 billion for Japan; and the volume of its exports (also *excluding* trade among member states) was \$150 billion against \$108 billion for the United States and \$56 billion for Japan. Thus, you will see at a glance that the European Community comprises an immense population, a gross domestic product almost as great as that of the United States, and a volume of imports and exports which make it decisively the largest trading unit in the world.

"No wonder that President Carter recently wrote: 'United States-European relations is at the heart of U.S. foreign policy. In economic policy, their co-operation with each other and with Japan is necessary both to their prosperity and to the progress of developing countries; growing European unity can help to fulfil this promise.'"

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## Alabama bound

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Two pulp baling presses manufactured by John T. Hepburn, Ltd., Toronto, are destined for a new producer of bleached market pulp in Monroville, Alabama.

## Better by half

Construction has been completed on the Marsh Lake Dam, 24 kilometers south of Whitehorse, on the Yukon River.

Conceived and designed by Montreal Engineering Company, Limited, this steel cantilever dam is the first of its type in Canada. It was put into operation in less than seven months from the start of construction, half the time and at half the cost of a conventional concrete structure.

Designed to retain over a million

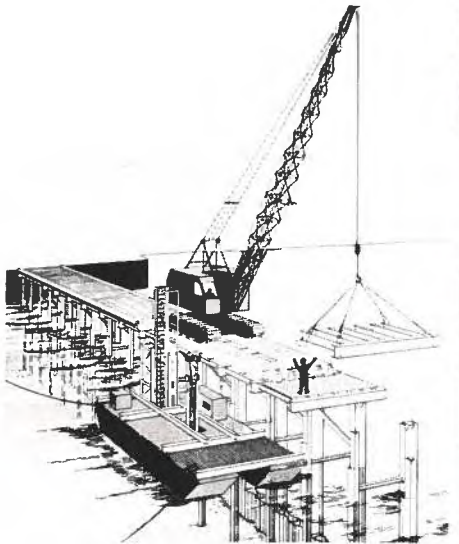
cubic meters of water for the Whitehorse Hydro Electric Power Plant, the dam uses a combination of H-section piles interconnected with Z-sheet piles to form a continuous wall of steel. Alternate H-piles extend above this wall to provide openings for vertical lift gates and to support a pre-fabricated steel deck. Prefab gate guides were positioned between these extended H-piles and held in place with tremmie concrete.

The dam was built on unstable soil,

without benefit of cofferdams, and without diverting the river or interfering with its normal flow.

The design concept was developed with active participation from the client, Northern Canada Power Commission, which operates the Whitehorse power plant.

**View of Marsh Lake Dam in late stages of construction. The dam, first of its type in Canada, was conceived and designed by Montreal Engineering Company Limited.**



## Exports to Iran

More than 45,000 feet of Cantrough Cabletray manufactured by Electrovert Ltd., Montreal, are being used at the Gilan Forest Products complex being built in Iran for the Industrial Development and Renovation Organization of Iran (IDRO).

Electrovert has exported its products to over 55 countries.

**A 100-ton consignment of Electrovert aluminum heavy duty cable tray and cantruss steel supporting system loading at Montreal docks for shipment to Iran.**



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## Consumer Cuts

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As part of a program to reduce import bills for 1977 to \$600 million, compared to \$850 million last year, Jamaica has banned imports of 128 consumer items including automobiles, dishwashing machines, radios, air conditioning units, leather, whiskey, cat and dog food,

peanut butter, cosmetic and toilet preparations, red kidney beans and onions. Last year, Jamaica imported \$86 million worth of consumer goods. The estimated bill for 1977 is \$45 million.

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## Export Trading House Registry

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The Canadian International Development Agency (CIDA) has implemented a registration system to increase participation by private export trading houses in projects which the Agency funds abroad.

The Agency says that there is a demand for the trading houses' capabilities for putting together complex packages of goods, ferreting out efficient and inexpensive sources of supply, and expediting shipments required for offshore projects. At present, about 200 trading houses are known to Federal Government sources.

Any organization which handles goods produced by others, from one-man operations to large companies and manufacturers that "piggy-back" other companies' products, may apply for entry in the registry. Applications for CIDA's Trading House Registration Form, number CIDA-ACDI 1022 (9-76) are available from Mr. M.C. Sutherland-Brown, Director, Consultant and Industrial Relations Division, CIDA, 122 Bank Street, Ottawa, Ontario K1A 0G4. Telephone (613) 996-8836.

The form was devised by CIDA in co-operation with the Trading House Committee of the Canadian Export Association and the Trading House Liaison Office of the Department of Industry, Trade and Commerce.

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## Paris Air Show

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Twenty-nine Canadian companies will participate in the Paris International Air Show, June 2-12.

The 17 Canadian displays in Pavilion E will range from avionics, turbo prop engines and space equipment to examples of high technology in prime manufacturing.

There will be flying demonstrations of the Dash-7 STOL airliner and a full-scale mock-up of the new Lear 600 executive jet due to go into production shortly. Twelve other companies will have representatives on site.

Canada's pavilion will offer full facilities for on-the-spot conduct of business and a press room for the international media. In addition, a reception chalet overlooking the field and sponsored by the Air Industries Association of Canada will cater to the comfort of visitors and guests of Canada's aerospace industry.

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## Farm Equipment at Kansas

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Every piece of Canadian farm equipment displayed at this year's 3-1 Show, Garden City, Kansas, April 21-24, reflects one basic objective: more efficient and more profitable farming.

Farm implements from Canada are built to handle big agricultural jobs without costly breakdowns and early parts replacement.

Machinery has been constantly improved and automated to save operators time and labour.

Canadian expertise is providing some unique solutions to many farm problems. For example, one manufacturer is displaying a new type of combine that has no straw walkers. Instead, this machine centrifuges the straw and vacuums off the chaff. Normal operation accommodates feed rates of up to 500 bushels per hour with grain losses as low as 0.37%.

Another Canadian company is showing a continuous-flow grain drier that has many exclusive features. The equipment evenly dries all kernels; handles cereals, rapeseed and other small seeds trouble free; and can accommodate small batch operations.

In haying equipment, a newly designed bale carrier with quick-loading capability will be displayed. It permits one man to load eight large (six-foot diameter) round bales in just 3½ minutes. It unloads even faster, and without the operator leaving his tractor seat.

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