



MTC and CADMI:

New agreement consolidates high-tech expertise in N.B.

Editor's note: This is the first in a series of articles featuring member organizations of ISTC's Technology Forum and other groups who are key players in the province's science and technology activity.

The Manufacturing Technology Centre (MTC) and the Centre for the Advancement and Development of Microelectronics (CADMI) Inc. recently joined forces via a new agreement to consolidate expertise in their respective fields of manufacturing technology and microelectronics.

Formerly separate entities with separate boards of directors, MTC and CADMI Microelectronics Inc. now share a new joint board of experts in the high technology field from both the private and public sectors.

According to Hugh Drummond, acting executive director of MTC and CADMI, this new amalgamation serves to bring together all provincial agencies with an interest in advanced technology. It promotes talking together and sharing research and development expertise.

"This new agreement has brought the two organizations into one consortium of goodwill and exchange," says Drummond. "It provides a much better forum for the synergy of scientific ideas."

Prior to the new arrangement, the New Brunswick Research and Productivity Council was the principle agency for relationships between MTC and the private sector. Founded in 1980, MTC operated under an advisory board. Its mandate in the manufacturing technology field included training for technicians through the New Brunswick community colleges as well as training for professionals through the province's universities in the areas of research and product development.

Specific MTC activities include numerically controlled prototype machining and one-off special-purpose precision equipment — from egg roll machines and picket fence picket pointers to microwave guide tube components and nuclear equipment.

CADMI, on the other hand, is specifically involved in the advanced design of microelectronics, such as the design of printed circuit boards and data acquisition systems. Founded a few years after MTC, CADMI was a joint organization between the University of New Brunswick and l'Université de Moncton, and RPC was not involved. The new arrangement however will benefit all parties involved with the improved transfer of technology to the private sector. It also permits a wider application of technology to all

four Atlantic provinces. ISTC, in its continuing efforts to promote transfer of technology, has just agreed to further funding for CADMI over a three-year period. Previously ISTC's predecessor, the Department of Regional Industrial Expansion (DRIE), had provided assistance over a five year period to help create CADMI.

"On a per capita basis, the number of companies making use of technology in the Atlantic area is very high," says Drummond.

Through this joint agreement, MTC and CADMI Microelectronics Inc. can help New Brunswick business in their research and development needs. Facilities include CAD/CAM equipment (computer-assisted design/computer-assisted manufacturing), robotics, microprocessor development systems and software, as well as

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The International Trade Centre in Moncton recently participated in Interaction '89, a "meet the buyers" trade show and conference. The Honorable John Crosbie, Minister for International Trade, was guest speaker at the opening luncheon. Pictured left to right are the Honorable Frank McKenna, Premier of New Brunswick, Mr. Crosbie, Yvon Lavallée, Executive Director, ISTC New Brunswick and Guy-André Gélinas, Senior Trade Commissioner, ITC Moncton.

Trade with Greenland and Iceland being studied

Trade between New Brunswick and the nordic islands of Greenland and Iceland is well on its way to becoming a viable business opportunity.

According to Guy-André Gélinas, Senior Trade Commissioner at the International Trade Centre in Moncton, the prospects of establishing viable trade links to Greenland and Iceland as well as several other island states are very positive indeed.

Research into such trade links began in 1985 when the Department of Regional Industrial Expansion undertook a trade strategy study. Consultations with the private sector, Commerce and Technology, the Canadian Export Association and various other groups yielded a series of recommendations as to what their clientele were looking for in terms of market niches and trading partners.

Results of the three-month study indicated that New Brunswick exporters should go after the smaller markets. The quantity we have to offer must meet our customer's demand, therefore quantities produced by our small and medium-sized New Brunswick businesses are better matched to trading partners with smaller requirements. This allows us to satisfy their needs while providing the opportunity for gradual growth and natural, incremental expansion.

The decision to look at small island state countries as trading partners for New Brunswick was based on three

criteria: limited demand (due to limited population), we don't have the disadvantage of shipping there (everybody trades under the same conditions of having to load, ship and unload), and due to the fact that trade links with island state countries are difficult to change once established, it's worthwhile to try to become established.

The first two island states to be considered were Greenland and Iceland, followed by Puerto Rico, Dominican Republic, Trinidad and Tobago, Jamaica, Barbados, Bahamas, Cuba and the Faroe Islands.

It was concluded by the study that small market niches are worthwhile and that the research costs are indeed justified. It was decided to look at such trading links, establish a network and set the stage for business to step in and take the initiative.

The rationale for looking at Greenland and Iceland as target markets for New Brunswick products was based on three factors: governments, at the three levels, federal, provincial and municipal, shared the same goals, and were ready to fund the research, the use of trading houses would spread the cost of marketing over 20 to 30 companies, and New Brunswick and Atlantic manufacturers indeed have products to sell. Shipping cycles were also a factor along with the fact that Greenland wants to diversify from trade with Denmark.

Another reason for studying trade with island state countries is to potentially increase usage of the Port of Saint John. Since island markets require small quantities of products, the full container method of transport, although cheaper, is not feasible on the part of individual exporters. Therefore freight consolidation, whereby smaller quantities of a larger variety of products are loaded into a container would help comply with the shipping needs of small island states. Trading houses currently handle this consolidation function.

In order to establish a freight consolidation centre in Saint John, a sufficient number of markets must exist in order to get started. The idea of establishing such a centre is being looked at.

In 1979, Denmark gave Greenland

home rule, that is, self-governing authority in all areas except in foreign policy, defence and currency. Greenland opted out of the Common Market and its shipping line, known as KNI, moved its headquarters to Greenland. J.T. Knight are agents for KNI in Saint John and they have set up a trading house with expertise and funding from the Moncton ITC and the Department of External Affairs.

Further research into the potential of trade with Greenland and Iceland to examine opportunities and constraints was conducted by the Canadian Institute of Marketing in conjunction with Morrison Marketing of Saint John. In late March, a contingent of personnel from Morrison Marketing and ITC Moncton travelled to these island countries to gather first-hand market information.

In an effort to consolidate and exchange the results of all studies done so far, an information session was held on May 18 in Moncton to inform New Brunswick manufacturers of progress to date. Findings of various studies were disclosed and presentations were conducted concerning the marketing of New Brunswick products. Kirsten Jensen on behalf of Greenland Exhibition Services addressed the forum on the possible trade links between Greenland and New Brunswick.

The scenario for such trade links is to take it one step at a time and to prove every step at a time, therefore niches need to be researched and markets identified. Once the initiative has been made by ISTC and its associated organizations, then it will be up to business people to address the markets themselves. According to personnel at the International Trade Centre, if there is sufficient interest they will take a trade mission to these island states and host incoming buyers missions. Their mandate is to open the door to get business in contact with trading partners, providing both expertise and financial assistance.

The International Trade Centre is always looking for input into ways of increasing its interaction with New Brunswick business. If you have any ideas concerning international trade of local products, we would like to hear from you. Contact the ITC at (506) 857-6452.



Gert Godsk (left) of Nuuk Tourism and Guy-André Gélinas of the International Trade Centre, Moncton survey the city of Nuuk, Greenland from the waterfront.

\$100 million by 1991:

Aquaculture in New Brunswick looks promising

Commercial salmon aquaculture hasn't been around long in New Brunswick, but it's becoming a more valuable industry each year. From only one experimental farm in the 1970s, the numbers have multiplied to more than 40 farm sites in New Brunswick alone.

The first experiment with Atlantic salmon aquaculture in the Maritimes took place in the Bay of Fundy in the early 1970s. However, successful trials didn't start until later that decade. Even so, it was Canadian technology that laid the groundwork for Norway and Scotland's Atlantic salmon aquaculture industries.

Since those first successful trials the aquaculture industry has grown rapidly. The Atlantic salmon aquaculture industry in New Brunswick had sales of \$45 million in 1988 and by 1991 sales of more than \$100 million are expected. Atlantic salmon aquaculture could surpass New Brunswick's dairy and potato industries by 1991.

According to Sharon MacIntyre, acting general manager of the New Brunswick Salmon Grower's Association, sustained growth has produced more jobs in aquaculture each year. "Currently in New Brunswick there are approximately 350 direct jobs in the industry, and a spin-off of up to 1,000 indirect jobs."

These year-round jobs employ mostly unskilled workers, 60 to 70 per cent of whom were previously unemployed. "Numerous opportunities," says MacIntyre, "have already resulted which are providing significant benefits to local industries such as the herring fishery, steel, fish feed, plastics, transportation and many more."

Aquaculture started to take off in Atlantic Canada when the possibilities offered by the West Isles region of the Bay of Fundy were discovered. This area has the geophysical characteristics of relatively sheltered coves and moderate water temperatures necessary for salmon aquaculture. Several species of salmon and trout were cultured, but Atlantic salmon offered the most potential with its fast growth rate.

Canada by no means has a monopoly on this industry. According to Roger Léger, senior development officer of the ISTC Moncton office, Norway alone produced more than 75,000 tonnes of Atlantic salmon last year, and projections exceed 100,000

tonnes for 1989. Norway, which up to now sold the bulk of its production to the European Community, is looking more at the United States and Japan markets to absorb its substantial production increase. Norwegian companies are also changing their marketing strategy and are linking up with major companies in the U.S. and Japan. Both Scotland and Norway have had 15 years to work on their technology and support systems. Canada will have to work hard to further develop its technology and compete successfully with these countries.

Also of great interest is Europe 1992, which is the European Community's far-reaching initiative to create a single internal market by 1992. The main objective is to strengthen the competitiveness of Europe vis-a-vis the U.S. and Japan and to further promote European unity. How this initiative will impact on Norway, which is not at present a member of the European Community could have some effect on the local salmon aquaculture industry.

Right now 70 to 80 per cent of Canadian Atlantic salmon is exported to the United States. Since the Maritimes are so close to the American eastern seaboard, Canada can get its salmon there faster and fresher, with lower transportation costs.

"The future will be very challenging for the industry since world production of Atlantic salmon is growing rapidly," says Léger. "Besides the current major producing countries already in the industry, countries like Japan, Ireland and New Zealand also have the potential of becoming major producers."

Although there have been indications recently that prices may be softening somewhat, New Brunswick producers are optimistic about the continued expansion of the industry.

"As long as attention is paid to the continued development of more cost-effective technology," says Sharon MacIntyre, "New Brunswick's most valuable fisheries and agricultural industry may soon be salmon aquaculture."

New Brunswick salmon growers

Atlantic salmon aquaculture began in Norway in the early 1960s. It's now a worldwide industry with salmon farms in British Columbia, Chile, Japan, Scotland, New Zealand and Atlantic Canada.

In 1987, 1,000 tonnes of Atlantic salmon were harvested in New Brunswick, at a value of \$13 million. By comparison, in 1988 the harvest tripled to 3,000 tonnes at a value of \$45 million, and by 1991, it's estimated that 7,000 tonnes will be harvested.

Not many areas in Atlantic Canada are suitable for salmon farming because the water temperatures are too low. However, in addition to the Bay of Fundy there are some areas in Shelburne, Nova Scotia, Cape Breton and Bay D'Espoir, Newfoundland.

The Bay of Fundy is particularly suitable for aquaculture because of its high tide. Salmon require unpolluted water and the high Fundy tides flush the water well. Another thing the salmon require is protection from predators. To keep birds and marine mammals such as seals from preying on the salmon, fish farm operators surround and cover the sea cages with strong mesh nets.

Farmed salmon actually differ very little from wild salmon. Salmon spend the first part of their lives in fresh water and the rest in salt water. In fish farms they stay in fresh water for up to two years. Once salmon reach a certain size they are shifted to the salt water. Then the salmon are fed daily until they reach eight to 10 pounds, when they are harvested. Most are sent fresh (cleaned and processed within three hours of coming out of the water) to major markets, such as Toronto, Montreal and Boston. And of course, another advantage of fish farming is that the product is available year-round, not just seasonally.

To promote the interest of Atlantic salmon aquaculture, aquaculture companies in the Bay of Fundy formed the New Brunswick Salmon Growers' Association (NBSGA). Under the direction of acting general manager, Sharon MacIntyre, the association communicates with legislators and regulatory agencies involved in aquaculture. The NBSGA also meets to exchange professional information, to encourage good fish farming practices and training and to enhance the quality of New Brunswick farmed salmon product.

Environmental industry sector campaign aimed at consolidating expertise

With environment issues at the top of the federal government's agenda, ISTC will be playing a key role in stimulating the development and marketing of Canadian environmental technology, goods and services.

The Industrial and Sector Development division of ISTC's New Brunswick office is taking an active part, along with the department's headquarters in Ottawa and other government partners, in an environmental industries sector campaign.

According to Eric Robichaud, manager of Industrial and Sector Development in Moncton, the campaign will encompass horizontal industrial activities, that is, environmental activities across many sectors, as opposed to just one sector. The campaign will eventually bring together the expertise of the industry, universities, research centres and government in developing the industry's potential to carve out a world class market niche.

"In cooperation with Environment Canada, External Affairs, and Statistics Canada, we at ISTC want to build our knowledge and identify target activities which will help protect the environment and create a strong internationally competitive industrial capacity in environmental industries," says Robichaud.

Environmental industries provide services as well as products. They include both public and private organizations which provide research, monitoring and management services as well as the design and manufacture of products which serve to protect the environment. In addition, environmental industries collect, analyse and distribute statistical environmental information.

"We want to examine the capabilities and weaknesses of various environmental industries and identify opportunities for further development," says Robichaud.

Specific industrial groups of interest to the environmental industry sector campaign include: consulting engineers (i.e. who deal with solid and industrial waste, air and water pollution); construction companies (i.e. which build pollution control systems); environmental consultants; universities, research laboratories and environmental equipment manufacturers.

"Canada is perceived as a leader in environmental matters," says Robi-

chaud. "Activity in the environmental sector has a great deal of potential both locally and internationally; thus we feel the need for an aggressive campaign to bring together various types of environment-related companies. We want to provide a forum for information exchange; to identify and build upon the strongest points of each environmental company or organization. In other words, we want

to "cross-fertilize" the expertise which already exists within each company to achieve an optimal combination of strengths. We want the best that each participant has to offer."

The need for such a consolidation of knowledge is evident. It is clear that there are indeed growth markets for high value-added, science-based and knowledge intensive products

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Establishing consultation networks with industry, associations and universities helps consolidate the vast environmental expertise that exists in Canada. Shown here examining some high-tech measuring equipment are: left, Dr. Louis Lapierre, a member of the New Brunswick Round Table on Environment and the Economy and a professor at l'Université de Moncton, and Eric Robichaud, manager of Industrial and Sector Development of ISTC's Moncton office.

I am involved in the environmental industry sector and would like to receive further information as it becomes available.

Name _____

Business/organization _____

Address _____

Tel. _____ Fax _____

Line of business/area of activity (attach brochure, etc.)

Environmental

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and services. As well, Canada already has proven its capabilities in selected areas, and we have a well-developed government research base.

The environmental industry sector campaign came about due to a lack of industry identity and cohesiveness. There is a lack of information regarding market size, import penetration, economic structure and performance. There are also many environment-related small firms which have limited marketing experience and financial support. But most of all, there is the lack of a development focus by governments and a general dispersion of research and expertise among industry, government agencies, universities and other groups.

The sector campaign will begin with statistical surveys and focused studies on technology, research, markets, capabilities etc. Specific activities will then be designed for both the national and international levels.

An example of a national program already under way is the St. Lawrence River Environmental Technology Development Program. ETDP is a \$20 million, five-year program to reduce industrial pollution of the St. Lawrence River and develop and improve pollution abatement technologies applicable to other Canadian or international waters. Projects supported by this program are intended to promote the development and application of new technologies which will foster the development of products and processes having commercial application and export potential.

"We need to establish consultation networks with industry and build alliances with associations and universities," says Robichaud. "We have great expertise in environmental issues throughout Canada. The objective of the sector campaign is to bring it all together and strengthen our industrial capability."

If you represent an industry or organization in the environmental sector, we would like to hear from you. Please send your business card and/or brochure along with the accompanying coupon to:

Eric M. Robichaud
 Manager, Industrial and Sector
 Development
 Industry, Science and Technology
 Canada
 P.O. Box 1210
 770 Main Street
 Moncton, N.B. E1C 8P9

Calendar of Events

Date	Event	Location	Sponsoring Organization	Contact
June 22 - 25	Atlantic Aquaculture Fair	St. Andrews	Atlantic Aquaculture Fair, Inc.	Blair G. Moffatt (506) 529-3555
Aug 11 - 16	Aquanor	Norway	ITC	R. Léger (506) 857-6461
Aug 20 - 24	Annual Conference of Metallurgists	Halifax	MetSoc	Roger Hollingshead (902) 427-3421
Sept.	Information/Networking Session - Aquaculture	Moncton	ISTC	R. Léger (506) 857-6461
Sept 5 - 11	Off-Shore Europe '89	Aberdeen	ITC	G. MacLennan (506) 857-6445
Sept 22 - 29	Trade Show (proposed)	Nuuk, Greenland	DEA/ITC	G.-A. Gélinas (506) 857-6440
Oct.	Trade Show (proposed)	Reykjavik, Iceland	DEA/ITC	G.-A. Gélinas (506) 857-6440
Oct.	DISTCOVERY Exhibit	U de M Moncton	ISTC	R. Jones (506) 857-6480
Oct.	DISTCOVERY Exhibit	UNB Fredericton	ISTC	R. Jones (506) 857-6480
Oct 18 - 21	Fish Expo '89	Seattle	ITC	G. MacLennan (506) 857-6445
Nov 6 - 10	Marketplace	Moncton Saint John Fredericton	DEA/ITC	J. Richard (506) 857-6459
Nov 15 - 17	New Exporters' Mission to border states (NEBS)	Boston	ITC	J. Richard (506) 857-6459
Dec 1 - 4	Work Boat Show '89	New Orleans	ITC	G. MacLennan (506) 857-6445
Jan 17 - 22	National Association Home Builders Show (NEXUS)	Atlanta	ITC	G. MacLennan (506) 857-6445

GLOSSARY

ISTC	- Industry, Science & Technology Canada
DEA	- Department of External Affairs
ITC	- International Trade Centre
MetSoc	- Metallurgic Society

Marketplace '89 to host trade commissioners

Trade commissioners from around the world are being invited to come to New Brunswick this fall to visit local companies.

Marketplace '89 will be held November 6-10 in conjunction with Canada Export Trade Month which is October.

In past years, local companies had specific appointments with trade commissioners at a central location. This year, according to John Richard,

of the International Trade Centre in Moncton, trade commissioners will be invited to visit companies at their locations.

"We are seeking input from our exporters as to which countries/areas they would like to see represented by trade commissioners," says Richard. "Anyone with a specific suggestion is asked to advise me by calling 1-800-332-3801."

Globe '90 — an international forum

Another component of the environmental industry sector campaign is Globe '90, a trade show and conference scheduled for Vancouver from March 19 to 23 of next year.

This trade show and conference is aimed at the business side of environmental issues.

The trade show portion will showcase the latest products, services and technologies of the international environmental industry. More than 40 countries will be represented by 500 exhibitors, in-

cluding 80 Canadian companies.

The conference portion of Globe '90 will explore and apply these tools for sustainable economic development. More than 1,500 delegates, including 500 Canadian participants will have access to some 400 papers from 13 industrial sectors.

If you are located in New Brunswick and plan to attend, or for more information, contact Eric Robichaud at ISTC, (506) 857-6450.

Trade Shows & Buyers' Missions

Information on the following initiatives of the Department of External Affairs may be obtained by calling (506) 857-6452 or Zenith 1-800-332-3801.

AGRICULTURE, FOOD PRODUCTS AND SERVICES

Latin America		
Agroexpo '89	Bagota, Columbia	July
Livestock Improvement Seminars	Peru, Chile, Venezuela from Latin America	September November
Dairy Cattle Buyers Mission		
Caribbean/Central America		
Potato Buyers Mission	from Mexico and Columbia from Mexico	July October
Meat Products Buyers Mission		
Middle East		
Canada Food Week in Kuwait	Abu Dhabi	October
Europe (Summit)		
Royal Agricultural Show	Stoneleigh, U.K.	July
Anuga Int'l Food Fair	Cologne, Germany	October
United States		
Texas Nurserymen Association Show		August
Eastern Dairy Deli Show	New York, New York	August
Solo Food Fair	Buffalo, New York	September
Florida Restaurant Association	Florida	September
Solo Food Show	Cleveland	November
Amarillo Farm & Ranch Show	Amarillo, Texas	November

FISHERIES, SEA PRODUCTS AND RELATED SERVICES

Europe (Summit)		
Fishery Inspectors	from Italy	September
Europe (Non-Summit)		
Aquaculture/Aquanor	Oslo, Norway	August
Latin America		
Fishing Equip./Services Mission	from Chile and Argentina	September
United States		
New York Seafood Show	New York	October
Seafare Southeast	Florida	November

DEFENCE PROGRAMS, PRODUCTS AND SERVICES

United States		
SPCC Mission		September
Defence Mission	to Atlantic Canada	September
Sub-Contractors Buyers Mission		October
DCSC Mission		October

ADVANCED TECHNOLOGY PRODUCTS AND SERVICES

Europe (Non-Summit)		
Communications Mission	to Madrid, Barcelona, Seville	September
Caribbean/Central America		
Telecom Equip./Services Mission	from Barbados, Leeward/Windward	November

POWER AND ENERGY EQUIPMENT AND SERVICES

Asia Pacific South		
Power Distribution/Rural Electrification		September

TRANSPORTATION SYSTEMS, EQUIPMENT, COMPONENTS AND SERVICES

United States		
Work Boat Show		November

FOREST PRODUCTS, EQUIPMENT AND SERVICES

Europe (Summit)		
Particle Board Mission	to United Kingdom	September
Interbuild '89 - Construction Exhibition	Birmingham, U.K.	November
Latin America		
Latin America Pulp & Paper Congress	Santiago	September
Japan		
Converted Wood Products	to Japan	September
United States		
Florida Lumberman Show	Florida	September
Pulp & Paper Maintenance '89		November

OIL & GAS EQUIPMENT AND SERVICES

Europe (Summit)		
Offshore Europe, Aberdeen, U.K. Fair		September

CONSUMER PRODUCTS

United States		
National Hardware Show	Chicago, Illinois	August
International Lawn & Garden Show	Louisville, Kentucky	July
IMTEC Boat Show - International Trade Exhibit & Conference		October

EDUCATION, MEDICAL AND HEALTH PRODUCTS

Caribbean/Central America		
Medical Equipment Buyers Mission	from Cuba	September
Europe (Summit)		
Medica, Duesseldorf, FRG	Duesseldorf, FRG	November

CONSTRUCTION INDUSTRY

Latin America		
Solo Construction/Building Materials Show	San Juan, P.R.	September
United States		
Solo Building Show	Detroit, Michigan	September
Solo Building Show	Seattle, Wash.	November
Interior Design Centre of New York Reception	New York	October
Minnesota Society of		

American Architects The Building Show	Minnesota Houston, Texas	November November
INDUSTRIAL MACHINES, PLANTS AND SERVICES		
Africa		
Water Mission to Morocco		September
GENERAL OR UNASSIGNED ISB		
Middle East		
Trading House Mission	to Iraq	October
TOURISM		
United States		
ASAE Convention	Boston, Mass.	August 12-16
IT and ME	Chicago, Illinois	Sept. 26-28
Fall Marketplaces	Syracuse, N.Y. Rochester, N.Y. Buffalo, N.Y.	Sept. 26-28
Great Day Tours (Motorcoach)	Cleveland, Ohio	October 8
Travel Marketplace	Washington, D.C.	October 25
Syracuse Ski Show	Syracuse, N.Y.	Oct. 27-29
Canada's Calling	Washington, D.C.	November 8

Looking for Trade and Industrial Shows relevant to your firm other than those listed above? The ISTC office has a DIRECTORY OF WORLD-WIDE AND INDUSTRIAL SHOWS, with indexes by Subject Areas and by Countries. Telephone (506) 857-6452 or Zenith 1-800-332-3801 to access this information.

MTC and CADMI

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access to the services of more than 200 technology experts. When expensive R & D laboratory facilities are beyond the reach of individual companies, MTC and CADMI facilities are available.

MTC and CADMI also get involved in feasibility studies, financial services and training projects. Through ISTC funding, for example, a representative can go out and talk to companies about R & D opportunities, how to implement specific projects, and what to do if technological risk is involved.

"If an inventor wants to change his or her product line, we can advise how to go about it from a manufacturing viewpoint," says Drummond. "Inventors may do so through stages, and may change their minds at any stage."

MTC and CADMI provide a network of innovative minds, the latest equipment and manufacturing capability of New Brunswick's universities, community colleges and the RPC. In all, there are 10 centres around the province that can offer manufacturing technology and microelectronics expertise. For further information, contact Hugh Drummond at 1-800-561-4004.

I S T C New Brunswick

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Made in New Brunswick

Companies wishing to take advantage of this feature may do so without charge simply by sending sufficient material on product or service of no more than 50 words and a glossy black and white photograph, logo or graphic to "Made in New Brunswick", *ISTC New Brunswick Newsletter, Industry, Science and Technology Canada*, P.O. Box 1210, Moncton, New Brunswick, E1C 8P9. As the newsletter is produced in both official languages, please send material in English and French if it is available.



Imperial Sheet Metal Ltd.

SERVING HEATING, HARDWARE AND BUILDING PRODUCTS DISTRIBUTORS

The major function of Imperial Sheet Metal Ltd. is the manufacture of galvanized pipes and fittings used in heating and ventilation. The company has three buildings in the Richibucto, New Brunswick Industrial Park (about 45 minutes north of Moncton), and a warehouse about a mile away. Fifty people are employed in the slow season and in the peak construction period between July and November up to 90 work at the plant. President and General

Manager Normand Caisie started out in 1979 with 6,400 square feet of space; today his facilities cover 50,000 square feet. A stud plant which manufactures galvanized steel studs and accessories for commercial and industrial construction takes up part of that space. Imperial Sheet Metal Ltd. also custom cuts and shears flat sheets for other manufacturers. Another part of the operation is the Imperial Brush Co. Ltd. where chimney brushes and other related cleaning brushes for hardware and the heating trade are manufactured.

Their primary market is the Atlantic provinces, with a fair amount sold to

mass merchandisers and distributors across Canada. Some products, like the chimney brushes and black pipe are exported to the United States, as far as Oregon, West Virginia and New Mexico. Future plans for the company include keeping the customer base growing and assuring that new products are made readily available to clients.

CONTACT: Jos Landry
Sales Manager
Imperial Sheet Metal Ltd.
P.O. Box 536
Richibucto, New Brunswick, Canada
EOA 2M0, Tel.: (506) 523-9117

Labatt's New Brunswick Brewery

What is currently known as the Labatt's Brewery has been in Saint John, New Brunswick since 1965 and was bought by Labatt's from Oland's in 1970. The head office for the region is Oland Breweries Ltd. of Halifax which in turn is a division of Labatt's Breweries of Canada. Some 145 employees work at the Saint John brewery which produces Labatt's Blue, Labatt's Light, 50 Ale, Keith's, Export Ale and Schooner Lager.

The product is distributed in New



Brunswick, Prince Edward Island and some even shipped by a direct container route to Puerto Rico. More than 230,000 hectolitres (66 million

bottles) are sent to Prince Edward Island and New Brunswick a year, and 15,000 hectolitres (4.2 million bottles) are distributed to Puerto Rico.

Future plans for the brewery include market development in the Caribbean.

CONTACT: Ron Smitheram
Plant Manager
P.O. Box 3070, Station B
Saint John, New Brunswick, Canada
E2M 4X7, Tel.: (506) 645-5050



FAFARD PEAT MOSS CO. LTD

Fafard Peat Moss Co., Ltd., the pioneer of the peat moss industry in the Maritimes, employs up to 200 people during its seasonal production operations.

Fafard Peat Moss Co. Ltd. started in Shippagan, New Brunswick in 1942. New plants were opened in 1955 and

1960 in Inkerman, New Brunswick, and the expansion continued with the purchase of peat moss plants in Birch Ridge and Burnt Church, New Brunswick. The company produces annually an average of 1.5 million bales of peat moss.

Sixty-five per cent of the peat

moss produced is sold in the United States. The rest is sold in Japan and Canada.

The Fafard Group produces many other products besides peat moss, the most important of which is soilless mixes. Soilless mixes are just one example of how Fafard is constantly researching new products to meet the needs of the horticultural industry.

CONTACT: René Martin
General Manager
P.O. Box 70
Shippagan, New Brunswick, Canada
EOB 2P0, Tel.: (506) 336-2325