

FISHERIES REPRESENTATIVES

DOMINICAN REPUBLIC.—Assistant Commercial Secretary (Fisheries), Canadian Embassy, Edificio Copello 408, Calle El Conde, Ciudad Trujillo. Territory includes Puerto Rico.

ITALY.—Commercial Secretary (Fisheries), Canadian Embassy, Via G. B. de Rossi 27, Rome.

TIMBER REPRESENTATIVE

UNITED KINGDOM.—Commercial Counsellor (Timber), Office of the High Commissioner for Canada, Canada House, Trafalgar Square, London, S.W.1.

Commodities Branch.—The Commodities Branch is responsible for maintaining the liaison with industry and with export and import trades essential to the foreign trade promotional work of the Department. The Branch assembles trade information and data on products for use by Trade Commissioners in posts abroad, and officers of the Branch maintain contact with industry through personal visits and by exchange of correspondence with this purpose in view. Officers of the Branch follow conditions in foreign markets for the benefit of Canadian traders.

The Branch contains commodity specialists organized in four Divisions: the Machinery and Metals Division, the Forest Products Division, the Chemicals Division, and the Consumer Goods Division. Within these Divisions individual commodity specialists are concerned with such particular groups of products as machine tools and plant equipment, non-ferrous metals, steel, chemicals, lumber, leather and rubber, as well as a very wide range of consumer products. It is the function of the commodity specialist to direct attention of Trade Commissioners to changes in supply conditions and to products available for export, and to relay market news received from Trade Commissioners to Canadian manufacturers and exporters.

The trade promotion work of the Branch begins at the point of finding Canadian products on which to concentrate promotional efforts. Detailed reports on such products are sent to Trade Commissioners throughout the world to encourage market research and promotion and exporters are informed about regulations governing foreign trade.

Agriculture and Fisheries Branch.—The main functions of this Branch include: (1) trade promotion relating to agricultural and fisheries products; (2) the programming, receiving and distributing of information on foreign agriculture and fisheries; and (3) acting as a focal point for liaison on agricultural and fisheries trade matters with the Department of Agriculture, the Department of Fisheries, the Canadian Wheat Board, and other government departments and boards.

In the field of trade promotion, the Grain Division, the Food and Agriculture Division and the Fisheries Division assist Canadian exporters of agricultural and fisheries products in finding markets in other countries. Canadian firms are supplied with information concerning market conditions and requirements in foreign markets, competition from other sources of supply, exchange and tariff restrictions and other related information. Trade Commissioners are kept fully informed on such matters as production and price trends in Canada, quantities of commodities available for export and sources of supply.

The Grain Division assists foreign governments and other buyers in the purchase of Canadian wheat, flour and other cereals. Close contact is maintained with the flour millers as well as daily liaison with the Canadian Wheat Board.

The Commodity Officers concerned with livestock, livestock products, meat, dairy and poultry products, fruits and vegetables, and fish and fisheries products keep in contact with the trade and trade organizations dealing with these commodities. They are in close touch with the officers of other departments of government concerned with the disposition of Canadian production surplus to domestic requirements, and those responsible for such items as health standards, grading and inspection.