

of these are required for industrial processes and others may be classed as consumer goods necessary for the maintenance of the Canadian standard of living.

Although many private firms have established connections in other countries that enable them to maintain a steady flow of goods in either direction, others require the assistance of government agencies in finding markets or sources of supply. Import and export controls imposed by many countries for a variety of reasons, together with postwar foreign exchange difficulties, present problems that no single firm or even an association of manufacturers, exporters or importers can solve without assistance from government representatives.

The Department of Trade and Commerce and associated agencies are at the disposal of exporters and importers engaged directly in the development of Canada's commercial relations with other countries. Services obtainable from the various branches, divisions and agencies are described below.

**Agriculture and Fisheries Branch.**—The main activities of the Agriculture and Fisheries Branch are directed toward trade promotion of agricultural and fisheries products in world markets. The Branch has four commodity Divisions—a Grain Division, a Fisheries Division, a Livestock and Animal Products Division and a Plant Products Division—each of which is staffed with specialists in their respective fields. The Grain Division, since the transfer of the Canadian Wheat Board to the jurisdiction of the Minister of Agriculture, has operated as a 'joint unit', being responsible to the Minister of Agriculture on domestic matters and to the Minister of Trade and Commerce on trade matters. A close working relationship is maintained with other Branches of the Department of Trade and Commerce, with producers and processors, with industry associations and provincial marketing boards, and with other government departments, both federal and provincial.

The Department's trade fair program provides an excellent medium for the introduction and promotion of agricultural and fisheries products in foreign markets. Branch officers organize and co-ordinate participation in these exhibits and are also active in organizing trade missions to a number of countries and in arranging for visiting agricultural missions to Canada. Such missions have proved to be a valuable means of stimulating exports of Canadian products. As a basis for export promotion, studies of foreign markets and special surveys are carried out for various segments of the agriculture export industry. Considerable emphasis is placed on assisting export firms in locating markets for their products and Canadian Trade Commissioners are kept informed of the supply situation for various products, of prices and of other related details to assist them in assessing market potential in their areas.

Branch officers participate in activities relating to international commodity agreements and foreign agricultural policy problems as they relate to trade. The Branch Director is the departmental representative on the Interdepartmental FAO Committee and the Branch provides a chairman and secretary for the Canadian Fur Council. Delegates were also provided for 1961 meetings of the International Sugar Council and the International Coffee Study Group.

In addition to direct trade promotion activity, the Branch reviews and disseminates information on foreign agriculture and fisheries. This information, received from officers of the Trade Commissioner Service, is collated and distributed to the Departments of Agriculture and Fisheries, the Canadian Wheat Board and other interested government departments and boards, as well as to the agricultural industry.

**Canadian Government Exhibition Commission.**—The Canadian Government Exhibition Commission is responsible for the planning, organization and administration of all Canadian exhibits in fairs and exhibitions abroad. In addition, the Commission endeavours to advise private exhibitors and their agents on the best means of displaying Canadian products at overseas fairs. The Commission is also responsible for any international fairs and exhibitions held in Canada, financed and sponsored by the Federal Government.