g Export Countries Increasing Promotion

By SUSAN D. BROWN Planning and Evaluation, Foreign Market Development Foreign Agricultural Service

T ODAY's strong demand for agricultural products has yet to cause complacency among U.S. competitors, who are spending more than ever on promoting their farm products in export markets.

From \$63 million in fiscal 1966. market development expenditures by the other major agricultural exporters 1 rose to over \$135 million in fiscal 1973. Much of the increase in spending came in 1973, and current reports indicate yet another jump for fiscal 1974. U.S. competitors are convinced that export market development is a long-term responsibility, not to be influenced by shortterm supply and price variations.

Canada. The largest increase-113 percent from 1972-in market development spending has come from this country, which has emphasized export growth by initiating a new Federal market development program in 1973. That program was designed to give financial incentives and assistance to projects originating in the private sector for products other than grains and oilseeds.

In the past, grains and oilseedsbecause of their prime importance to Canadian export trade—have received the greatest share of Canadian market development funds. But because the commodities are bulk items not bought directly by consumers, activities employed most often have been team trips, utilization courses, and other trade-

¹ Includes expenditures by Canada, Australia, France, the Netherlands, Denmark. Israel, New Zealand, and South Africa

oriented efforts.

Among the team trips last year was one by Japanese livestock specialists, who spent 2 weeks in Canada assessing the dairy cattle, beef cattle, swine, and meat packing industries. Educational efforts have included sponsorship of the Canadian International Grains Institute, which conducts highly technical training courses for grains and oilseeds, as well as public relations programs directed at current and prospective wheat buyers from all over the world.

In addition, the Rapeseed Association of Canada concentrates heavily on the development of markets for rapeseed meal. In 1973, it published a bulletin dealing with the feeding of rapeseed meal to livestock and poultry, plus a film on the subject. Both were prepared in French, German, Italian, Spanish, Japanese, and English and distributed in the appropriate countries.

Australia. Recognizing the importance of agricultural exports to its economy, the Australian Government has for some time been involved in export market development. These efforts have accelerated over the years and are expected to continue to do so-despite the country's near-record foreign exchange reserves this year.

One recent move was enactment of a new exports incentive scheme-replacing a previous one that expired in June —to be effective for 5 years beginning July 1, 1974. The program consists of market development grants to firms willing to seek out and develop overseas markets and to participate in Government-sponsored promotions. Emphasis is on new firms and new markets, but all types of farm exports are eligible.

The Australian Government is also

trying to stimulate exporter interest in the State trading countries of Latin America and Africa and has itself moved to develop trade relations with the People's Republic of China, the USSR, and other centrally planned economies. In addition, the Government provides assistance to overseas trade missions, and commodity boards carry out promotion activities for most major exports.

Of the latter group, the Australian Meat Board makes the largest single promotional outlay. This dominance reflects the big contribution of livestock and meat products to export earningssome 25 percent of agricultural earnings

Major targets of the Meat Board's promotional activities have included Japan, in recent years one of Australia's fastest growing meat markets: the Mideast; and certain countries of Latin America. Promotional activities in

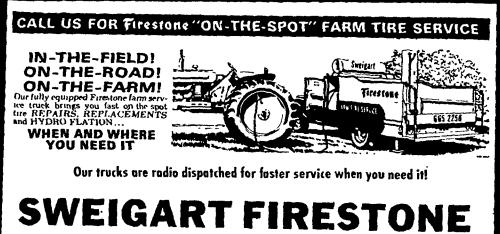
Europe have been mainly low-key public relations efforts. Those in North America have been limited to support of the Lamb Education Center, which is jointly sponsored by the Meat Boards of Australia and New Zealand and the

during the past year have ranged from promotion of Australian "chilled" beef at the consumer level in Japan, to a consumer education program in the Middle East, to a special "product launch" in Chile and Peru.

The Australian Dried Fruits Board has concentrated on such activities as baking contests and participation in overseas trade shows. The Canned Fruits Board has spent much of its budget—over half of which goes for overseas market development-on pointof-purchase promotions and publicity campaigns; and the Honey Board has

American Sheep Producers' Council. Individual Meat Board campaigns

Continued on Page 171



329 W. High St.

665-2258

Manheim, Pa. 665-3603

participated i point-of-purc tributed liter tance and u undertaken b and Wine B major target: are the Unite Zealand, and

France. ! port agency, country's ma with the goa presence in trade fairs v markets. Its

CHIC

Cor

FOR PH

Produce profitable results Pennfield's Swine Finisher Program

Pennfield #631 Swine Finisher Feed adds the finishing touch to growing and fattening swine weighing 150 pounds or more. These pellets contain Tylan®, used to promote weight gain and improve feed efficiency. Supplemental Lysine is added to insure good amino acid balance.

In pellet form, #c improve feed effic meal type feed. Wi withdrawal require Mail the coupon to Complete Swine Fe