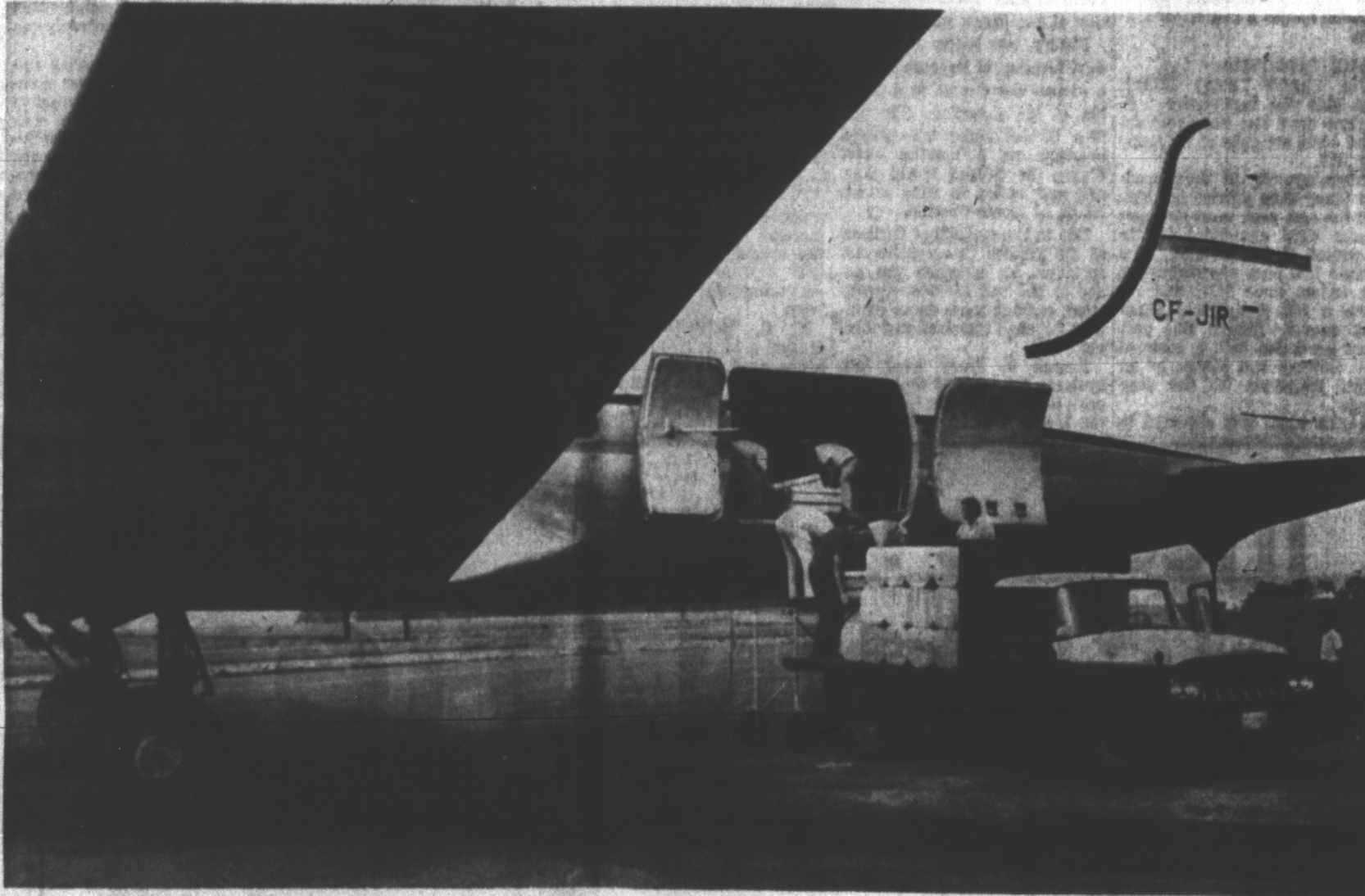




ISLAND TRADE WITH NORTH SHORE MARKETS AL ONE WAS BOOSTED BY SOME 43 PER CENT IN 1961



TRADE WITH EASTERN U.S. COULD EASILY BE IMPROVED, MARKETING DIRECTOR MAINTAINS

West Indies, U.S. are seen as potential Island markets

"As far as markets are concerned, Prince Edward Island should have a good year in 1962 unless real, unforeseen difficulties occur," says Reid Sangster, provincial director of marketing.

It is the feeling of Mr. Sangster that Island producers should broaden their vision and take into consideration the developing of other markets in areas easily accessible from this province.

"West Indies areas," he said, "seem to have a need for several of the products that we have, or could produce. The eastern seaboard of the United States could be developed to a much greater extent, it would seem."

"At this moment, the eastern United States is our greatest market for the sale of fish products. Why should they not be interested in buying many more items? I have discussed this question with provincial government leaders and it appears that in 1962 a survey will be made of market potentials in the eastern United States."

SEEK ADVICE
Commenting on 1961's activities, Mr. Sangster said "I was involved in 67 general meetings, 27 committee meetings, 41 conferences of various types and 183 personal interviews. A reasonably accurate check of total attendance at general meetings which involved marketing amounted to 8,670 people."

Mr. Sangster said "I do not believe a day passed without someone calling to seek advice. For this I am thankful because each time it happens, either in or out of my office, I feel that here is proof of the necessity of the efforts we make to be of service both to the citizens of the province as they become trade-conscious."

During the year Mr. Sangster visited Nova Scotia and New Brunswick, Newfoundland and Labrador, Ontario and Quebec, and made a brief visit to the Boston area.

see if Island products now being marketed are of a desirable standard and to investigate possible new areas for marketing and to find out if any new products could be introduced in these areas.

"In other areas, I examined marketing and products-packaging trends which may be helpful to this province."

POTATO INDUSTRY
Commenting on the potato industry, Mr. Sangster said "last year was one of great production on the whole continent. A recent survey shows American holdings to be considerably higher than a year ago. The New Brunswick crop was good but the farmers there are experiencing storage difficulties. Ontario had a very high acreage with an exceptional yield. Consequently, our production quantity-wise doesn't make a great deal of difference."

"However, as far as quality is concerned and in view of the reputation already achieved, the Prince Edward Island potato still holds a prominent position on world markets and even this year on a low price market is demanding a high premium."

"Our whole problem is not one of over-production as far as returns to farmers is concerned although we admit that it is an important factor. In many instances, bad marketing practices, on the part of certain organizations, both large and small has a damaging effect and has caused considerable difficulty. Much care should be taken in the future since the whole economy of the province is involved when our farm population receives less returns than otherwise possible."

PROBLEMS ARISING
Mr. Sangster said that problems are arising in the marketing of three other kinds of Island-grown vegetables.

"It would appear," he said, "that our turnips are being pushed off the market by a superior Ontario brand. Our turnip, in my opinion, is still 'king' taste-wise but we must take another look because people so often buy a product by its appearance rather than by its quality. Possibly diced turnip, frozen and shipped in polyethylene might be the answer."

"We are also unhappy with the sales of cabbage. Our cabbage is of high quality but due to large crops in the early part of the season, markets were difficult to find. A recently imposed tariff on the importing of American cabbage may place

our product in a more favorable position.

"Many Maritime wholesalers still persist in buying outside American cabbage while we still have a surplus of our own. "Carrot marketing is giving us a considerable number of problems. Mainly these problems can be overcome if greater attention is given to such factors as types grown, so that we may have more uniformity and size and quality, and some type of packaging that will be more attractive to the housewife."

MARKETS AVAILABLE
The marketing director said "last year we had good crops of small fruits, both in quality and quantity. Generally speaking, at the time blueberries and strawberries were being harvested, a few problems were evident but with fairly large sales the fresh stock, storages, although jammed at times, were able to handle the large production."

Referring to cattle and hogs, Mr. Sangster said "ample markets are available for beef and pork products. This province has proven its ability quality-wise in hog production. At the same time we can produce in quantity the best quality beef and with the use of wise marketing practices

we will find it a very worthwhile industry."

Commenting on sheep production, the marketing director said "our sheep industry declined in recent years but the new breeding stock just brought into the province should help to build our flocks and thereby give us the feeling that there can be hope for the future in this industry."

RELIEVE SHORTAGES
Turning to dairy products, Mr. Sangster said "generally speaking, milk does not present a serious marketing problem. We do, however, experience some difficulty in certain seasons from the farm level - this occurs when production is high and consumption is down. A greater effort in the production of canned milk for available markets would help to relieve this situation."

"Tri-Milk, recently introduced in this province, is finding its level in the Maritime market and will be very marketable in our northern areas and should help in our milk industry. Its effect generally should be good and should relieve serious shortages of fresh milk in some of the hard-to-reach outport areas."

all concerned that as a group they must persist in their efforts and not sell out because of a temporary price rise in the district. This could happen because influential organizations will not want groups to gain a foothold in some of our market areas."

Stating that a multi-million-dollar pulp mill is nearing completion in the Strait of Canso area, near Port Hawkesbury, Mr. Sangster said "I talked with officers of this plant and there is every reason to hope for new outlets for the Island's pulp industry."

Commenting on the canning industry, the marketing director said "this industry is not extensive but it is a successful one. If canned vegetables and small fruits are of good quality, I am sure a market can be found. We are now short of many staple canned foods in the Atlantic Region such as peas, beans and tomatoes which are being imported."

In conclusion, Mr. Sangster said "economically speaking, if everyone takes a fair share of his responsibilities and we are blessed with good crops we should have a good year."



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