

The Apple Market

WHAT will the two trade treaties signed at Washington a couple of weeks ago do to the apple market which Canada has been enjoying in the United Kingdom for the past five years? In the opinion of Business Week, which keeps a watchful eye on trade agreements and trade movements affecting the United States, there does not seem to be any doubt. "The new trade agreement with the United Kingdom," it says, "cuts the duty on our apples, will help us to recover our place in the British market."

In this connection, Business Week publishes an interesting graph showing how, in 1929, the United States supplied about 55 per cent. of the apples imported by the United Kingdom, while Canada supplied 26 per cent. and Australia 7 per cent. The proportions varied somewhat in the three succeeding years. Then, in 1933, the Ottawa Treaties came into effect and the proportion supplied by the United States went down to 20 per cent., while Canada's share went up to 38 per cent. and Australia's to 32. In 1935, Canada had 30 per cent. of the United Kingdom market, Australia 27 per cent. and the United States 33 per cent. Last year Canada filled 35 per cent. of British requirements, Australia 31 per cent. and the United States 25 per cent.

With a handicap of 40 cents a box, the United States has been able, since 1932, to retain an average of 26 per cent. of the British apple market, while Canada's average, with the preference in her favor, has been 33.6 per cent. With the preference now cut away one-third, what is Canada's chance?