

The air shipment problem traces in part to several countries restricting arrivals to one line each, excluding both competing scheduled service and charter flights. This sharply increases shipping costs compared to those to countries permitting alternatives. On many Latin American shipments other "margins" also appear excessive. On strictly commercial transactions this may be unavoidable. However, the problem is believed to be big enough that demand for export of livestock would be increased significantly if margins between prices received by U.S. breeders and those paid by the ultimate Latin American purchasers were carefully kept within the limits of reasonable charges for services rendered on exports involving United States programs or international credit.

PERISHABLES TO CANADA AND EUROPE

Our principal problem-solving concerns for exports to Canada and Europe relate to fresh vegetables and cut flowers. To a large extent, the problems arise because the perishable nature of the products requires special facilities and frequent, small units of exportations. Access to Canada by rail or truck minimizes these problems. As a result, the trade with Canada is well established and of substantial volume. The problems facing vegetable producers in their Canadian sales efforts include competition from Mexican imports especially for tomatoes and strawberries and demand of Canadian greenhouse tomato growers for protection from both U.S. and Mexican imports.

Most exports to Europe of Florida vegetables and fruits other than citrus are still experimental or pilot in nature. This intensifies the problems arising from perishability and small scale. The Florida Department of Agriculture has been working closely with the Florida Fresh Fruit and Vegetable Association in the sponsorship of Export Workshops for prospective exporters and have helped to organize and present exhibits at Trade Fairs and U.S. Perishable Food Products Shows in Europe. Department personnel and Florida exhibitors participated in Fairs at London, England, and Cologne, Germany, last fall and in a perishable products show in London within the past two weeks.

Some of our commodity groups are working toward consolidated shipments or shipping schedules. To really open the European market potential to our producers requires the fullest development of such efforts, similar collaboration with Florida exporters of nonagricultural products, development of facilities and extension of representation and promotional activities in European market centers. Some of the specific needs are:

1. Air-cargo schedules from Florida ports direct to European destinations.
2. Scheduled ocean freight service from Florida East Coast ports, including refrigerated space.
3. Simplification of clearance procedures. This relates largely to the complications of documentation both at U.S. "exit" ports and at entry ports in Europe. It extends in part to lack of coordination between the departure and arrival hours and the limited office hours of clearance officers.
4. More efficient handling facilities at air and seaports in Florida and at destinations.
5. New packaging and handling methods to minimize shipping damage, time from field to consumer and costs. Such innovations that are adapted to domestic marketings, as well, will do most to encourage exports. The Marketing Research divisions of the Agricultural Research Service, USDA, the Florida Agricultural Experiment Station and a wide assortment of trade groups are at work on these problems. The adoption of the innovations they develop need to be accompanied by policy and procedural changes by public agencies "clearing" shipments here and abroad and by transportation firms.
6. Measures to limit delays inherent in misunderstandings about the grade and condition on arrival in foreign ports. Ideas that have been suggested include stationing U.S. inspectors at major European ports or conducting training schools for foreign inspectors in the requirements and techniques of U.S. inspection. There may be a need for special grades to satisfy foreign governments and buyers.