

requirement, and establishing contacts within the feed and livestock industries within these countries the basis would be laid for interested Canadian firms to continue meaningful marketing follow ups.

Mission membership and activities were planned to meet these objectives. Discussions took place with the Canadian dehy industry, federal and provincial officials familiar with processed alfalfa situations in various countries in Europe and with Canadian Trade Commissioners in the three visited countries on how best to stage this event. As much information as possible on production, utilization and trade, livestock population, feed manufacturing and feeding practices was obtained with the assistance of the Trade Commissioner services in these countries.

Strategy

It was decided that the mission should, in part, consist of one-day technical seminars of oral presentations with slides and overheads. Product samples were to be available for distribution to seminar participants. The subjects to be covered included production and characteristics of processed alfalfa in Canada for both suncured and dehydrated pellets and cubes, an illustration of processing plants and methods, quality and nutritional value of Canadian alfalfa products, feeding practices in both direct feeding and compound feed, the handling and shipping to export markets to minimize deterioration of product and cost of shipping. The competitiveness of Canada's dehy industry was considered to be a major point to be demonstrated during the seminar.

All presentations were prepared by mission members and translated during presentation by members and by a Spanish interpreter in the case of Spain. Products samples and literature were made available to attendees. In addition to the one-day seminar in each country, the individual appointments for mission members with both government and private sector were organized by the Canadian Embassy and Agro Canada agents to facilitate first-hand assessment of market potential and to seek out new potential buyers and users of Canadian Alfalfa products.

Attempts were made to select mission members whose firms were experienced in export markets as well as companies who were seeking access to these markets. Further, it was important to ensure within logistic limitations that the widest possible range of Canadian expertise, capabilities, and products were represented.