

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :341-CAIRO

003-GRAINS AND OILSEEDS
ARAB REPUBLIC OF EGYPT

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

CEREAL GRAINS

SUPPORT GOVT EFFORTS TO CERTIFY CANOLA FOR CONSUMPTION
GET CANOLA OIL SPECIFIED IN GOVT TENDERS

IDENTIFY PROSPECTIVE EGYPTIAN CANOLA FARMERS
INTRODUCE CDN CANOLA FARMING EXPERTISE

SUPPORT GEFCO TO PRIVATELY IMPORT & BOTTLE CANOLA
ESTABLISH CANOLA IN SUPERMKTs TO INDUCE CDNS TO SIGN-UP

ENCOURAGE CANOLA COUNCIL TO INCLUDE CAIRO IN FEB/89 MISSION
FACILITATE SPECIFICATION OF CANOLA & STIMULATE FARMERS

GET AG CDA TO INC. EGYPT IN 1989 ANIMAL FEEDS TECHNICAL SEM
ACCELERATE ACCEPTANCE OF CANOLA MEAL AS FEED & STIMULATE

GRAIN HANDLING EQUIPMENT

INTRODUCE CDN SILOS SUPPLIERS TO LOCAL REPS FOR CIDA TENDER
ESTABLISH NEW CDN SUPPLIERS IN MKT FOR FURTHER PROJECTS

SUPPORT CIDA PROPOSAL TO SUPPLY WHEAT AS 1989-90 FOOD AID
KEEP CDN GRAIN MERCHANTS INVOLVED IN MARKET

GET AG CDA TO INC. CAIRO IN 1989 ANIMAL FEEDS TECH SEM
SUPPORT INTRODUCTION OF BARLEY TO REPLACE CORN AS ANIMAL

CONVINCE GOVT TO TENDER FOR BARLEY INSTEAD OF CORN
ESTABLISH NEW COMMODITY MKT

INTRODUCE BARLEY EXPORTERS TO CASH-PAYING PVT IMPORTERS
ESTABLISH NEW COMMODITY MKT

MORE AGENTS

INTEREST

FARMING

FEED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Follow-up on seed potatoes trials.

QUARTER: 3 -----

QUARTER: 4 -----

Official trial results obtained & faxed to Potatoes Canada. Two cdn varieties registered for next tender paving the way for the first large commercial sale of seed potatoes to Egypt.