

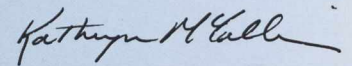
Priorities

As Chief Trade Commissioner my priorities are as follows:

- to resolve as many Human Resource issues as possible
- to implement the changes you and your clients have asked for
- to ensure that domestic partners support you
- make our WIN Online the best tool possible

The key elements of Performance Measurement Initiative implementation for 1999 include:

- implementation of an extensive training program for all trade officers at posts, HQ and across Canada
- distribution of Client Survey results in May 1999
- follow-up on the Employee Survey Action Plan



Kathryn McCallion

Making the Match

Sweden &
IBOC
International Business
Opportunities Centre 

The Company

Reid Hill Farms of Vulcan, Alberta. Reid Hill Farms is a 3000-acre farm that has been owned and operated by the Graff family since 1948. Organic grains, such as durum wheat, hard wheat, flax, rye, oats, buckwheat and hard red spring wheat are its biggest cash crops.

The Customer

Juvel Kvarn AB, a flour mill in Göteborg, Sweden.

The Matchmakers

Ulla Hansson, a commercial officer with the Canadian embassy in Stockholm, called IBOC's Carole Rosenthal after receiving a request from Juvel Kvarn for potential Canadian suppliers. Rosenthal searched a variety of databases and came up with Reid Hill Farms, among others. She called Allan Graff of Reid Hill Farms with the opportunity to open the door to a new market.

The Deal

Reid Hill Farms has shipped more than 660 tonnes of organic hard red spring wheat – the equivalent of 33 train cars – to the Swedish flour mill.

The Quote

“Though I export about 95 percent of my crops, I hadn't thought of Sweden as a potential market,” said Graff. “But IBOC changed that. They had matched the customer's need with a potential Canadian supplier and came up with my name. I sent the contact some grain samples, negotiated the wheat price and the freight cost, and we haven't looked back since.”