

MISSION DETAILS - FRANCE

Objective of the Mission in France

The objective of the mission was to study the potential interest by the French mainly in Canada's long fibre dehy products (cubes) also in pellets; and the possibility of export of these products to Bretagne and the Pays de Loire. These two areas represent 55% of the French meat production and have ports near consumption areas.

Mission Plan and Itinerary

The initial visit on March 19 was to the Port de Lorient under guidance of Mme Huberte Grogneq, Manager, Manutention Transit et Entrepots. This port is now heavily oriented to receiving ingredients by bulk ocean vessel from

around the world and would be a probable point of entry for any future imports of Canadian processed alfalfa for Bretagne (over half of french feed manufacturing activity occurs within 300 km). Mission members were particularly impressed with ship unloading equipment which is superior to that used for arrival of Canadian alfalfa products in Japanese ports.

The second visit on March 19 was to Cecaliment Livestock Feed Mill at Saint Allouestre under the guidance of Manager Pierre Stricher. Although already in operation this plant is still receiving finishing touches. It is understandably described as the most modern in Europe and computerized throughout to facilitate preparation of its 120 item livestock feed product line.

A luncheon with Mr. Stricher permitted mission members to substantially clarify/expand their knowledge of livestock feeding practices in Bretagne. Mr. Stricher not only responded to numerous questions from the Canadian Delegation but also did not hesitate to pose many of his own on specifications and uses of Canadian suncured and dehy pellets as well as cubes and mini-cubes. This exchange was most useful to mission members in that it enabled us to make our presentations in the subsequent seminar within the context of conditions which exist in Bretagne.

Seminar which took place at Rennes was attended by 20 representatives of most major french feed manufacturers and feed ingredient importers and brokers. Erik de Franciosi mission member and a native of Nantes region was in addition to his excellent presentation, particularly effective in