

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 :503-MANILA

003-GRAINS AND OILSEEDS
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

CEREAL GRAINS

CLOSE CO-ORD W/PHIL ASS'N OF FLOUR MILLERS ON WHEAT TENDERS.
POSSIBLE INCREASE IN MARKET SHARE ON WHEAT FROM 5% TO 8%.

MARKET DEVELOPMENTS AND U.S. EEP

ASSIST CWB IN IDENTI. CAND. FOR COURSES IN CDN INTERN GRAINS CANADIAN GRAINS.
INCREASED AWARENESS OF LOCAL MILLERS ON QUALITIES OF

OILSEEDS

CONTINUE CLOSE LIAISON W/LOCAL FEEDMILLERS TO PROMOTE CANOLA
INCREASE IN MARKET SHARE FROM 4% TO 5%.

CANOLA MEAL SEMINAR TO SUBSTANTIATE FEED TRIAL RESULTS.
INFORM LOCAL FEEDMILLERS OF THE QUALITIES OF CANOLA MEAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Monitor developments in sector, particularly relating to wheat, feed grains and oilseeds. Alerted Wheat Board to 7 PAFMIL tenders. Followed developments re establishment of 2 new Flour mills.

QUARTER: 2 CONTINUE PROMOTION OF CDN WHEAT TO CAPITALIZE ON MOMENTUM FROM RECENT GRAIN SALES. INVITE NEW FLOUR MILLERS TO VISIT CWB.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Wheat Board successful in selling 490000MT of CWRS valued at Cdn \$105 mm. Organized visit to Wheat Board by 3 reps of PAFMIL and 2 from new flour mills to discuss long-term supply contract

ADDITIONAL SALES OF 35000 MT. THREE OFFICERS OF PHIL ASSOC OF FLOUR MILLERS VISITED CWB TO DISCUSS PROSPECTS FOR DIRECT PURCHASES. PRES OF PUREFOODS, OWNER OF 1 OF NEW FLOUR MILLS VISITED CWB TO DISCUSS FUTURE WHEAT REQUIREMENTS