

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 519-SEOUL

003-GRAINS AND OILSEEDS
KOREA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

CEREAL GRAINS

ASSIST AND ORGANIZE 1987 WHEAT QUALITY SEMINAR WHICH IS SCHEDULED TO BE HELD IN SEOUL ON 20 NOV 88.

FOLLOW UP DEHYDRATED ALFALFA PELLET WORKSHOPS WHICH WERE HELD IN SEOUL ON 28 OCT AND IN TAEJON ON 30 OCT 87 BY PROVIDING TECHNICAL INFO TO FEED COMPOUNDERS.

DOCUMENT IMPORT RESTRICTIONS ON MILLING WHEAT. MEET WITH MFA 6 TIMES OVER YEAR TO MAKE CASE FOR IMPORT OF CDN WHEAT.

LOBBY WITH KOREAN FEED INDUSTRY TO PRESS THE KOREAN GOVERNMENT FOR LIBERALIZATION OF BARLEY FOR FEED AFTER THE PRESIDENTIAL ELECTION

MEET ONCE A MONTH WITH THE KOREAN GOVERNMENT (MTI, MFA AND KFA) ALTERNATELY TO ESTABLISH EQUAL OPPORTUNITIES TO CANADIAN DEHY ALFALFA SUPPLIERS FOR ALFALFA PELLET TENDERS.

OILSEEDS

MAKE NECESSARY PRESENTATIONS TO THE KOREAN AUTHORITY WITH REGARD TO THE FORCED DISTRIBUTION OF IMPORTED CANOLA SEED AT A HIGHER PRICE.

ASSIST AND ORGANIZE CANOLA WORKSHOPS WHICH ARE SCHEDULED TO BE HELD IN KOREA IN EARLY 1988.

DOCUMENT DISPOSITION OF IMPORTED CANOLA SEEDS AND OILS BY WATCHING PUBLISHED ANNOUNCEMENTS, MEETING WITH NACF.

MEET WITH MAFF INTERLOCUTORS 6 TIMES/YR. TO DEVELOP EXTENDED LIST OF IMPORTERS INCLUDING SMALL CRUSHERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 A) CONTINUE TO PRESS KOREAN GOVT. TO PROVIDE EQUAL OPPORTUNITY TO CDN ALFALFA PRODUCERS.
B) ENCOURAGE KOREAN MILLING INDUSTRY TO IMPORT MORE WHEAT. C) FOLLOW 1987 DEHY ALFALFA WORKSHOP TO DEMONSTRATE VALUE.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ANTICIPATED RESULTS:

SALES OF 200,000 M/T OF MILLING WHEAT PER YEAR IF RESULTS ARE SUCCESSFUL.

DEMONSTRATE VALUE OF USING CANADIAN DEHY ALFALFA

EXPORTS OF 12 MT OF MILLING WHEAT.

SALES OF 300,000 M/T OF FEED BARLEY PER YEAR IF THE KOREAN GOVERNMENT DECIDE TO LIBERALIZE FEED BARLEY.

ESTABLISH CONTINUING MARKET FOR CDN ALFALFA SALES OF 30,000 M/T OF ALFALFA PELLETS PER YEAR IF KOREAN GOVERNMENT INCREASES THE QUOTA FOR 1988 TO 40,000 M/T.

EXPAND MARKET POTENTIAL FOR CANOLA SEEDS.

PROVIDE KOREAN CRUSHERS WITH NECESSARY TECHNICAL INFORMATION ON CRUSHING CANOLA SEEDS.

REPORT TO CANADIAN SUPPLIERS ON END USE OF PRODUCT.

SALES OF 15,000 M/T OF CANOLA SEED IN 1988.

QUARTERLY RESULTS REPORTED:

A) LIAISED ON A CONTINUOUS BASIS. GENERATED SALES OF 5,650 METRIC TONS. B) LIAISED ON A CONTINUOUS BASIS. GENERATED SALES OF 15,000 METRIC TONS. C) KUNKUK UNIVERSITY FEED TRIAL COMPLETED.