

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

REPT4D  
90/01/23

POST :644-MEXICO

003-GRAINS AND OILSEEDS  
MEXICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

OILSEED TECH SEMINAR IN MEXICO CITY, CIUDAD OBREGON & GUADAL  
INCREASED CANOLA MEAL ACCEPTANCE AMONG FEED FORMULATORS.

CONTINUED CANOLA PROMO THROUGH EXHIBITS/INFO BOOTHS @ 3 MAT  
BUILD AWARENESS OF CANADIAN CAPABILITY TO SUPPLY CANOLA, OIL

INVESTIGATE POTENTIAL MARKET FOR (ONTARIO) SOFT WHEATS.  
POTENTIAL SALES OF 2 TO 5 M. ANNUALLY.

DEVELOP DIRECT CONTACTS WITH MEXICAN BREWERERS RE MALTING  
POTENTIAL SALES OF 2 TO 5 M. ANNUALLY.

OILSEEDS REPORT(OCTOBER). ANNU. WHEAT,SURVEY COARSE GRAINS  
MKT REPORT FOR CDN INDUSTRY & MARKET INFORMATION FOR

& MEAL.

CANADIAN EXPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Oilseeds course sponsored by Canola Council.

QUARTER: 3 -----

QUARTER: 4 -----

10 Mexican technicians to Cda. First half canola sales to Mexico \$42 mn 2nd half estimate \$25 to 50 mn. 4.8 mn barley sale 1.2 million beans/canary seed.