

# MISSION SUMMARY

## INTRODUCTION

Opportunities for Canadian pulses and the need for increased marketing efforts were identified by the Canadian High Commissions in New Delhi, India and Islamabad, Pakistan in the 92/93 post planning exercise. Both identified the need for a more proactive approach by Canada in capitalizing on market opportunities. As a result, a technical mission to India and Pakistan to promote Canadian peas and lentils was initiated and funded by the Asia Pacific South Division (PST) of External Affairs and International Trade Canada. The PST project officer for the mission was Mr. George Jung (613-996-7256).

The mission was developed in consultation with the Canadian Special Crops Association and the Western Canada Pulse Growers' Association who had identified a mission to India as a priority in their joint market development strategy. At industry's request the mission was technical in nature and featured a seminar approach to deliver information on a range of topics (supply, production, grading and research) and to stimulate discussion.

The mission departed Canada on March 12, 1993 and included meetings in New Delhi and Bombay, India and Karachi, Pakistan. The mission left Karachi enroute to Canada on March 22, 1993. The following details the mission's findings.

## OBJECTIVES

The objectives of the mission were to:

- promote Canadian peas, lentils and pulses in general;
- reinforce the image of Canada as a quality supplier;
- develop a greater understanding of the pea and lentil markets in India and Pakistan;
- identify market opportunities and potential importers;
- follow-up and build on contacts established during an incoming pulses mission to Canada in 1991;
- identify possible candidates for future Canadian International Grains Institute (CIGI) courses.