

France

I recommend that a follow-up mission to strengthen our business relationships with existing contacts be undertaken within the next 18 months. At that time, and if further interest warrants it, we should consider holding another Seminar for the purpose of evaluating consumer response to our product.

Spain

1. It is suggested that a follow-up mission to Barcelona be undertaken to meet with Broker contacts established during the recent mission for the purpose of assisiting with the promotion of our products.


2. It is my understanding that Dr. Mario Piera, who is in charge of feed and cattle purchases for Uniasa, travels to Canada frequently to purchase dairy cattle. We should select one of these trips and cover his costs to travel to Western Canada to meet with C.D.A. representatives and visit some of our production facilities.

Italy

I suggest that a visit to Milan may be in order to meet with potential importers who have shown keen interest in our product. I also feel that a market a study to evaluate the potential of our products should be carried out in Italy within the next 12 months.

Please review the above recommendations and provide your comments. Thank you in advance for your attention to my requests.

Best Regards



Ike Schroeder
Marketing Manager.