QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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:	ANTICIPATED RESULTS:
CEREAL GRAINS		
	ASSIST THE CANADIAN WHEAT BOARD IN UNDERTAKING END-USE TESTS FOR 5 DIFFERENT WHEAT VARIETIES IN FEBRUARY 1987 WITH 2 MAJOR FLOUR MILLERS.	SALES OF 200,000 M/T OF MILLING WHEAT PER YEAR IF RESULTS ARE SUCCESSFUL AND PRICES ARE COMPETITIVE.
	CONTINUE TO PRESS THE KOREAN GOVERNMENT FOR LIBERALIZATION OF DEHYDRATED ALFALFA.	SALES OF 30,000 M/T OF ALFALFA PELLETS PER YEAR IF THE PRODUCT IS TO BE LIBERALIZED AND PRICES ARE COMPETITIVE.
	DISTRIBUTE 2,000 COPIES OF DEHYDRATED ALFALFA BROCHURES WHICH ARE PRINTED IN KOREA.	TO SENSITIZE & INCREASE AWARENESS OF MAIN DECISION MAKERS & END-USERS ON AVANTAGES OF CDN ALFALFA.
	FLOW UP THE RESULTS OF THE ENS-USE WHEAT TESTS.	INCREASED AWARENESS OF CDN WHEAT QUALITY AMONG FLOUR MILLERS.
	CONTINUE TO LOBBY WITH KOREAN FEED INDUSTRY TO PRESS THE KOREAN GOVERNMENT FOR LIBERALIZATION OF DEHYDRATED ALFALFA.	TO OBTAIN ACCESS TO MARKET FOR ALFALFA.
	SPONSOR DEHYDRATED ALFALFA SEMINAR WITH CANADIAN DEHY ASSOCIATION IF THE KOREAN GOVERNMENT DECIDE TO REMOVE RESTRICTION AND SEND ALFALFA MISSION TO CANADA.	GRADUAL SUBSTITUTION OF ALFALFA PELLETS FOR CORN IN FEED MANUFACTURING.
OILSEEDS		
	ESTABLISH NEW CONTACTS WITH END USERS OF IMPORTED CANOLA SEED.	EXPAND MARKET POTENTIAL FOR CANOLA.
	FOLLOW UP DISPOSITION OF IMPORTED CANOLA SEED AND EXTRACTED OILS.	REPORT TO CANADIAN SUPPLIERS ON END-USE OF PRODUCT.
	LOBBY WITH VEGETABLE OIL CRUSHERS TO INCREASE IMPORT QUOTA FOR CANOLA SEED.	SALES OF 15,000 M/T OF CANOLA SEED IN 1987.
	ASSIST THE MARKET DEVELOPMENT VISIT BY 100 CANADIAN CANOLA GROWERS IN 1987.	ENHANCED RELATIONSHIP BETWEEN CDN CANOLA GROWERS AND KOREAN END USERS.