

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

POST :503-MANILA

SECTOR :003-GRAINS AND OILSEEDS
PHILIPPINES

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:CEREAL GRAINS

CLOSE CO-ORD W/PHIL ASS'N OF FLOUR MILLERS ON WHEAT TENDERS.
POSSIBLE INCREASE IN MARKET SHARE ON WHEAT FROM 5% TO 8%.

MARKET DEVELOPMENTS AND U.S. EEP

ASSIST CWB IN IDENTI. CAND. FOR COURSES IN CDN INTERN GRAINS CANADIAN GRAINS.
INCREASED AWARENESS OF LOCAL MILLERS ON QUALITIES OF

SUB-SECTOR:OILSEEDS

CONTINUE CLOSE LIAISON W/LOCAL FEEDMILLERS TO PROMOTE CANOLA
INCREASE IN MARKET SHARE FROM 4% TO 5%.

CANOLA MEAL SEMINAR TO SUBSTANTIATE FEED TRIAL RESULTS.
INFORM LOCAL FEEDMILLERS OF THE QUALITIES OF CANOLA MEAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Monitor developments in sector, particularly relating to wheat, feed grains and oilseeds. Alerted Wheat Board to 7 PAFMIL tenders. Followed developments re establishment of 2 new Flour mills.

QUARTER: 2 CONTINUE PROMOTION OF CDN WHEAT TO CAPITALIZE ON MOMENTUM FROM RECENT GRAIN SALES. INVITE NEW FLOUR MILLERS TO VISIT CWB.

QUARTER: 3 MONITOR AND REPORT TO CWB ON NEW EEP PROGRAM BY U.S FOR 750000 MT OF WHEAT. ALERT CWB TO NEW BID OPPORTUNITIES. MONITOR AND REPORT DEVELOPMENTS ON 5 PLANNED NEW FLOUR MILLS. PROMOTE CDN WHEAT, FEED GRAINS AND OILSEEDS.

QUARTER: 4 Maintain close liaison with PAFMIL to monitor remaining balance of U.S. EEP to be able to alert CWB to opportunities for Canadian Wheat. Develop close relationship with new flour mill group to promote Canadian wheat.

Wheat Board successful in selling 490000MT of CWRS valued at Cdn \$105 mm. Organized visit to Wheat Board by 3 reps of PAFMIL and 2 from new flour mills to discuss long-term supply contract

ADDITIONAL SALES OF 35000 MT. THREE OFFICERS OF PHIL ASSOC OF FLOUR MILLERS VISITED CWB TO DISCUSS PROSPECTS FOR DIRECT PURCHASES. PRES OF PUREFOODS, OWNER OF 1 OF NEW FLOUR MILLS VISITED CWB TO DISCUSS FUTURE WHEAT REQUIREMENTS

CWB SUCCESSFUL IN BID FOR 105000 MT CWRS FOR JAN FEB 90 DELIVERY. FEATURED BOOTH ON CWB AND CDN WHEAT AT SOLO FOOD SHOW, NOVEMBER 89. COMPLETED GRAINS AND OILSEEDS REPORT REQUESTED BY AGCAN. PROVIDED DETAILS TO CWB ON NEW EEP PROGRAM.

CWB was able to sell 105,000 MT of CWRS to PAFMIL in 1989. Organized feed grain and canola seminars, and arranged Cdn Wheat Board liaison visit. Arranged mtgs between new flour millers and CWB.