

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 : 327-RABAT

001-AGRI & FOOD PRODUCTS & SERVICE
MOROCCO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

POST INTRODUCED A FEW CANADIAN CATTLE EXPORTERS AND EMBRYO TRANS-PLANT EXPORTERS TO LARGE LOCAL DAIRY COMPANIES.

POST ORGANIZED A VISIT FOR POTATOES CANADA OFFICIALS TO DISCUSS THE PROBLEM OF ACCESS TO THIS MARKET.

POST WILL CONDUCT A SURVEY OF THE MOROCCAN MARKET FOR GRAIN STORAGE FACILITIES AND WE WILL DISTRIBUTE IT TO THE CANADIAN INDUSTRY.

STUDY THE NEW MOROCCAN PROGRAM AIMING AT ATTAINING FOOD SELF SUFFICIENCY.

UNDERTAKE JOINT ACTIVITIES WITH POTATOES CANADA TO HELP LIFT THE BAN ON CDN SEED POTATOES IN THE MEDITERRANEAN BASIN.

CDN FIRMS WILL BE INVITED TO BID ON REQUIREMENTS. POSSIBILITY OF BARTER ARRANGEMENTS.

ELABORATION OF A STRATEGY TO LIFT THE BAN ON IMPORTS OF NORTH AMERICAN SEED POTATOES INTO MOROCCO.

MOTIVATE A CANADIAN MANUFACTURER OF SMALL STEEL SILOS TO INVESTIGATE FURTHER MARKET PROSPECTS.

IDENTIFY AREAS OF GREATEST EXPORT POTENTIAL FOR CANADA.

CANADA COULD BECOME THE MAIN SUPPLIER OF SEED POTATOES IF THE BAN CAN BE LIFTED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 NO PARTICULAR ACTIVITIES PLANNED FOR THIS SECTOR

PREPARATION WORK FOR DAIRY SEMINAR SPONSORED BY AGRICOTT. VISIT OF POTATOES CANADA REPRESENTATIVES.

QUARTER: 2 SEMINAIRE D'ELEVAGE LAITIER.

-LE SEM. D'ELEVAGE LAITIER A EU LIEU -DES REPRESENTANTS DE L'ONT. FLUE-CURED TOBACCO GROWERS ASS. ONT VISITE LE MAROC & DOIVENT ENVOYER ECHANTILLONS DE TABACS (PR TESTS). -VENTE DE BEURRE CDN CONCLUE. -LE C. I. I. D. (DRAINAGE) A EU

QUARTER: 3 UNDERTAKE VARIOUS ACTIVITIES AIMING AT LIFTING THE BAN ON CDN SEED POTATOES.

AN AG. CDA MISSIONN VISITED MOROCCO&DETERMINED THAT ACCESS PROBLEM FOR CDN SEED POTATOES IS NOT OF PHYTOSANITARY NATURE BUT IT IS STRICTLY A COMMERCIAL PROB. IE CDN INDUSTRY WOULD HAVE TO BE AS AGGRESSIVE AS EUROPEAN INDUSTRY.

QUARTER: 4 -----