

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 644-MEXICO

003-GRAINS AND OILSEEDS
MEXICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO MONITOR CONASUPO'S AND PRIVATE INDUSTRY'S NEEDS, AND BROADEN CONTACTS BASE.

CONTINUE CLOSE WORKING RELATIONSHIP WITH LOCAL COMMODITY DEALERS.

CONTINUE TO ASSIST CWB, CANOLA COUNCIL AND OTHER AGENCIES/MINIS-TRIES IN THEIR MARKETING PROGRAMS.

ORGANIZED SEMINAR FOR FEED MANUFACTURERS ON USED OF CANOLA MEAL IN ANIMAL FEED FORMULATIONS.

SEND FLOUR MILL MANAGERS/OPERATORS TO CIGI PROGRAM ON FLOUR MILLING.

IDENTIFY \$5 TO 10 MILLION SALES OPPORTUNITIES ANNUALLY.

FURTHER INSTILL IN MINDS OF MEXICAN GRAIN DEALERS THAT CANADA IS A VIABLE ALTERNATIVE AS A SUPPLIER OF GRAINS AND OILSEEDS.

FACILITATE INCREASED TRADE WITH MEXICO. TO THE \$120 MILLION TO \$140 MILLION RANGE.

INCREASED CANOLA MEAL ACCEPTANCE AMONG FEED FORMULATORS IN MEXICO.

INCREASED SALES BY 2 TO 5 MILLION ANNUALLY OF SOFT WHEAT AGAINST USA COMPETITION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INVESTIGATE POSSIBILITY OF SUBSTANTIALLY INCREASING WHEAT SALES TO CONASUPO.

ORGANIZED MEETING OF CWB OFFICIALS WITH CONASUPO AND SECOFI. SIGNED LETTER OF INTENT FOR 600,000 MT (IF SUPPLIES PERMIT) DOUBLE NORMAL ANNUAL SALES TO MEXICO.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----