

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.

CONTINUE TO PRESS THE KOREAN GOVERNMENT FOR LIBERALIZATION OF DEHYDRATED ALFALFA.

DISTRIBUTE 2,000 COPIES OF DEHYDRATED ALFALFA BROCHURES WHICH ARE PRINTED IN KOREA.

FLOW UP THE RESULTS OF THE END-USE WHEAT TESTS.

CONTINUE TO LOBBY WITH KOREAN FEED INDUSTRY TO PRESS THE KOREAN GOVERNMENT FOR LIBERALIZATION OF DEHYDRATED ALFALFA.

SPONSOR DEHYDRATED ALFALFA SEMINAR WITH CANADIAN DEHY ASSOCIATION IF THE KOREAN GOVERNMENT DECIDE TO REMOVE RESTRICTION AND SEND ALFALFA MISSION TO CANADA.

OILSEEDS

ESTABLISH NEW CONTACTS WITH END USERS OF IMPORTED CANOLA SEED.

FOLLOW UP DISPOSITION OF IMPORTED CANOLA SEED AND EXTRACTED OILS.

LOBBY WITH VEGETABLE OIL CRUSHERS TO INCREASE IMPORT QUOTA FOR CANOLA SEED.

ASSIST THE MARKET DEVELOPMENT VISIT BY 100 CANADIAN CANOLA GROWERS IN 1987.

SALES OF 200,000 M/T OF MILLING WHEAT PER YEAR IF RESULTS ARE SUCCESSFUL AND PRICES ARE COMPETITIVE.

SALES OF 30,000 M/T OF ALFALFA PELLETS PER YEAR IF THE PRODUCT IS TO BE LIBERALIZED AND PRICES ARE COMPETITIVE.

TO SENSITIZE & INCREASE AWARENESS OF MAIN DECISION MAKERS & END-USERS ON AVANTAGES OF CDN ALFALFA.

INCREASED AWARENESS OF CDN WHEAT QUALITY AMONG FLOUR MILLERS.

TO OBTAIN ACCESS TO MARKET FOR ALFALFA.

GRADUAL SUBSTITUTION OF ALFALFA PELLETS FOR CORN IN FEED MANUFACTURING.

EXPAND MARKET POTENTIAL FOR CANOLA.

REPORT TO CANADIAN SUPPLIERS ON END-USE OF PRODUCT.

SALES OF 15,000 M/T OF CANOLA SEED IN 1987.

ENHANCED RELATIONSHIP BETWEEN CDN CANOLA GROWERS AND KOREAN END USERS.