

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 : 406-LISBON

003-GRAINS AND OILSEEDS
PORTUGAL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

MAILING OF PROMOTIONAL LITERATURE.

FOLLOW-UP MAILING WITH RESPONSE REQUESTED.

ANTICIPATED RESULTS:

INCREASED POTENTIAL BUYER AWARENESS OF CDN
PRODUCT CHARACTERISTICS AND ADVANTAGES.

DEFINITION OF INTEREST LEVEL AND MARKET
POTENTIAL.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -MAILINGS OF PROMOTIONAL MATERIAL ON CANOLA.
-PREPARE JUSTIFICATION FOR CANOLA MISSION TO
PORTUGAL.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 1 -----

QUARTERLY RESULTS REPORTED:

-AS LEGISLATION RE USE OF CANOLA FOR HUMAN CON-
SUMPTION STILL PENDING, NO ACTIONS TAKEN.
-GIVEN ABOVE SITUATION, NO ACTION TAKEN.