

MISSION RESULTS

Executive Summary

The mission did largely succeed in achieving its objectives. Three processed alfalfa industry representatives and an officer of the Department of External Affairs and International Trade visited the Western part of France, Portugal and Spain during March 14 - 30, 1990. The seminars were held in Rennes, Lisbon and Barcelona. These events were very well received and were attended primarily by livestock industry representatives, feed manufacturing experts and salesmen, government officials and scientists. The seminars also provided mission members with the opportunity to meet individuals and make additional private appointments.

The mission also toured numerous feed plants, dehy plants, dairy farms and dairy processing plants, the Chamber of Commerce, various port and storage facilities, agricultural research stations, feed and dehy industry associations and various government organizations.

Mission members were well received during their private appointments and firms demonstrated a willingness to show their facilities and discuss current problems and future plans. The mission members in turn were able to acquaint them with Canadian capabilities and many of them showed interest in further exploring the possibilities of doing business. As a result, a number of sales were made in Portugal for both pellets and cubes, and other trade opportunities are being followed up with all countries visited.

In conclusion, the mission not only acquired substantial information on livestock feed and processed alfalfa production in these countries, determining the potential of long-fibre products thus fully meeting its primary objective but it also created a high degree of interest in Canadian products among European livestock feed manufacturers, users, and importers. In addition, sales of approximately \$2 million of both alfalfa cubes and pellets were generated, which were delivered to buyers within a few weeks of the conclusion of this mission, thereby significantly exceeding its expectations and objectives.

The following sections of Canadian Dehy Industry profile, EEC and individual country reports will outline the Canadian position and the results and findings of this mission in detail. It will also discuss the different aspects to logistical, economic, technical and commercial issues which have been observed by the members.