REPT4D
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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

OILSEED TECH SEMINAR IN MEXICO CITY, CIUDAD OBREGON & GUADAL
INCREASED CANOLA MEAL ACCEPTANCE AMONG FEED FOMULATORS.

CONTINUED CANOLA PROMO THROUGH EXHIBITS/INFO BOOTHS @ 3 NAT & MEAL.
BUILD AWARNESS OF CANADIAN CAPABILITY TO SUPPLY CANOLA, OIL

INVESTIGATE POTENTIAL MARKET FOR (ONTARIO) SOFT WHEATS.
POTENTIAL SALES OF 2 TO 5 M. ANNUALLY.

DEVELOP DIRECT CONTACTS WITH MEXICAN BREWERERS RE MALTING
POTENTIAL SALES OF 2 TO 5 M. ANNUALLY.

OILSEEDS REPORT(OCTOBER). ANNU. WHEAT,SURVEY COARSE GRAINS CANADIAN EXPORTERS.
MKT REPORT FOR CDN INDUSTRY & MARKET INFORMATION FOR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Oilseeds course sponsored by Canola Council.

10 Mexican technicians to Cda. First half canola sales to Mexico $42 mn 2nd half estimate $25 to 50 mn. 4.8 mn barley sale 1.2 million beans/ canary seed.

QUARTER: 3 Canadian Wheat Board visit to Mexico, Wheat Grain Oilseeds Questionnaire completed, pulse questionnaire completed.

2 year agreement for the importation of up to $300,000 metric tons of milling wheat was negotiated.

QUARTER: 4 -----