

REPORT 4
88/02/02

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

page 48

POST : 639-LIMA

003-GRAINS AND OILSEEDS
PERU

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SENIOR MILLERS TO ATTEND CANADIAN INTERNATIONAL GRAINS INSTITUTE
COURSE IN WINNIPEG.

INCREASE FAMILIARITY WITH CANADIAN GRAINS.

IN CONJUNCTION WITH AN IMMINENT SHIPMENT OF CANOLA OIL VIA CIDA
FOOD AID TO PROMOTE INFORMATION ON USES AND ADVANTAGES OF OIL IN
ORDER TO INCREASE FURTHER PURCHASES.

OBTAIN LARGER SHARE OF PERUVIAN VEGETABLE OIL
MARKET FOR CANADA.

TO CONDUCT MARKET SURVEY IDENTIFYING POTENTIAL FOR CANADA.

SEND REPORT TO CANADIAN EXPORTERS OF CANOLA
TO STIMULATE THEIR INTEREST IN THE MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) FOLLOWED UP ON CDN WHEAT BOARD VISIT WHERE
LETTER OF INTENT SIGNED. B) PROMOTING CANOLA OIL
BY HAVING THIS OIL INCLUDED BY DEPT OF AGRIC AS
PERMISSIBLE IMPORT & ENSURING CONTINUED CIDA IN-
CLUSION IN FOOD AID PROGRAM.

A) SALES OF OVER 180,000 MT VALUED AT WELL OVER
\$20 MILLION MADE IN FIRST YEAR OF 1987 CALENDAR
YEAR. B) CANOLA OIL & WHEAT ARE TO BE INCLUDED IN
ANY UPCOMING FOOD AID PROGRAM.

QUARTER: 2 A) GATHER INFORMATION ON WHEAT, FERTILIZERS AND
COARSE GRAINS MARKET.

A) REPORT ON WHEAT AND COARSE GRAINS SENT JULY
31 ENCI PURCHASED 45,000 TONS OF WHEAT WEEK
SEPT. 14.

QUARTER: 3 -----

QUARTER: 4 -----