

REPORT 4
88/03/16

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

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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.
PREPARED JUSTIFICATION FOR CANOLA MISSION TO
PORTUGAL.

QUARTER: 2 -CONTACT AUTHORITIES AND IMPORTERS RE LEGISLA-
TION TO ALLOW USE OF CANOLA.

QUARTER: 3 FOLLOW DEVELOPMENTS IN RE-PROPOSED EEC TAX ON
OIL & FATS. FOLLOW DEVELOPMENTS IN RE-LEGISLA-
TION TO ALLOW USE OF CANOLA.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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

-PROSPECTS APPEAR TO BE GOOD FOR EARLY PASSAGE
OF LEGISLATION.

MADE REQUIRED PRESENTATIONS TO RELEVANT OFFI-
CIALS. LEGISLATION DELAYED IN PARLIAMENT.