

OLIVE OIL SURVEY

(1) CONSUMPTION:

a) Human Nutrition:

- Fat & Oil consumption per capita
- Of which: animal fat & vegetable fat
- Solid (cheese, margarine, lard, butter)
- Consumer preferences (i.e. type of oil) and trends (i.e. health issues, coloration, switch from solid to liquid fat, etc.)
- Consumption of soyfood products per capita (tofu, miso, soy sauce, natto, tempeh, soybean drink)
- Flaxseed and flaxseed products for human consumption.

b) Protein meals:

- Size of livestock industry
- Consumption patterns for protein meal (percentage that is used by the poultry, hog, aquaculture, dairy or beef industries respectively).
- Growth patterns of livestock industry and of protein meal consumption. Meals utilized.
- Is Canada or flax meal well known? What is their market made via-g-via soymeal?

c) Industrial utilization:

- (eg. utilization of linseed oil in paint or linoleum products; high linoleic acid. Rapeseed oil for plastics, fuel etc. lubricants).

(2) PRODUCTION POLICIES:

- Production subsidy programs
- Domestic pricing policies