

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
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

CONTINUE TO MONITOR CONASUPO'S AND PRIVATE INDUSTRY'S NEEDS, AND BROADEN CONTACTS BASE.

IDENTIFY \$5 TO 10 MILLION SALES OPPORTUNITIES ANNUALLY.

CONTINUE CLOSE WORKING RELATIONSHIP WITH LOCAL COMMODITY DEALERS.

FURTHER INSTILL IN MINDS OF MEXICAN GRAIN DEALERS THAT CANADA IS A VIABLE ALTERNATIVE AS A SUPPLIER OF GRAINS AND OILSEEDS.

CONTINUE TO ASSIST CWB, CANOLA COUNCIL AND OTHER AGENCIES/MINISTRIES IN THEIR MARKETING PROGRAMS.

FACILITATE INCREASED TRADE WITH MEXICO. TO THE \$120 MILLION TO \$140 MILLION RANGE.

ORGANIZED SEMINAR FOR FEED MANUFACTURERS ON USE OF CANOLA MEAL IN ANIMAL FEED FORMULATIONS.

INCREASED CANOLA MEAL ACCEPTANCE AMONG FEED FORMULATORS IN MEXICO.

SEND FLOUR MILL MANAGERS/OPERATORS TO CIGI PROGRAM ON FLOUR MILLING.

INCREASED SALES BY 2 TO 5 MILLION ANNUALLY OF SOFT WHEAT AGAINST USA COMPETITION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 INVESTIGATE POSSIBILITY OF SUBSTANTIALLY INCREASING WHEAT SALES TO CONASUPO.

ORGANIZED MEETING OF CWB OFFICIALS WITH CONASUPO AND SECOFI. SIGNED LETTER OF INTENT FOR 600,000 MT (IF SUPPLIES PERMIT) DOUBLE NORMAL ANNUAL SALES TO MEXICO.

QUARTER: 2 Initiate preparations for major Canada Technical Seminar Jan 89. Continue to promote sales of mead wheat with CONASUPO.

Visited Monterrey to make necessary arrangements. Another substantial (DLS 8 million) Canada sale concluded. Arranged CWB/CONASUPO meeting in Toronto mid-october to discuss contractual arrangements.

QUARTER: 3 Preparation for Canola Technical Mission, Assistance to Wheat Board, Oilseed Delegation to Latin America Oil seed seminar; accompany group to Mex. oilseed mfrs.

Oilseeds report sent to Ottawa. Opportunities identified for canola meal. Reported sales of grains and oilseeds \$26,000,000.

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