

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

POST : 644-MEXICO

001-AGRI & FOOD PRODUCTS & SERVICE
MEXICO

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	ANIMAL, POULTRY BREEDING STOCK	
	CONTINUE CONTACTS WITH LIVESTOCK BUYERS + GOVERNMENT OFFICIALS.	IDENTIFY OPPORTUNITIES ENHANCE IMAGE.
	CONTINUE EXPLAINING EDC FINANCING PROGRAMS TO THOSE POTENTIAL BUYERS REQUIRING IT.	ASSIST SALES
	CONTINUE ASSISTING ALBERTA GOVERNMENT ON JALISCO PROJECTS	OBTAIN SALES OF ALBERTA CATTLE TO JALISCO
	SEEDS & SPECIAL CROPS	
	CONTINUE CONTACTS WITH PHYTOSANITARY AUTHORITIES TO FACILITATE ENTRANCE OF OUR SEED POTATOES TO MEXICO	FACILITATE SALES
	CONTINUE PROMOTION IE SENDING BOOKLETS IDENTIFYING CANDIDATES FOR MISSIONS AND COURSES ON POTATO TECHNOLOGY	ENHANCE OUR IMAGE/INCREASE SALES
	KEEP IN CONTACT WITH PULSE DEALERS AND CONASUPO	IDENTIFY OPPORTUNITIES
	IDENTIFY BEST COOPERATORS TO TEST ALFALFA VARIETIES GROWN IN CANADA FOR ADAPTABILITY TO MEXICO	FIND ALFALFA VARIETIES TO COMPETE IN LOCAL MARKET
	CONDUCT PULSES MARKETING STUDY	IDENTIFY OPPORTUNITIES/CONSTRAINTS
	MEATS & MEAT BY-PRODUCTS	
	CONTINUAL CONTACTS WITH MEAT RENDERING INDUSTRY	IDENTIFY OPPORTUNITIES
	CONDUCT MINI STUDY ON THIS SUBSECTOR DURING 1987 AT LATEST	IDENTIFY MAJOR ACTORS, NEEDS, NEW OPPORTUNITIES

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	DEVELOP CONTACTS WITH LIVESTOCK BUYERS, ASSESS ETC. PROMOTE FOOD PRODUCTS WITH CONASUPO. CONTINUE CONTACTS WITH MEXICAN AUTHORITIES TO FACILITATE ENTRY OF CDN SEED POTATOES.	NEGOTIATING 3-5,000 HEAD OF HOLSTEINS WITH ALTA ASSOC. ADVISED CDC ON OBTAINING 2 YEAR SMP CONTRACT ALMOST READY FOR SIGNATURE. ESTABLISHED PROCEDURE TO OBTAIN GOM ACCEPTANCE OF INTERNATIONAL DISEASE TOLERANCE & REGISTRATION OF SEED POTATOE
QUARTER: 2	DEVELOP CONTACTS WITH LIVESTOCK BUYERS. CONTINUE NEGOTIATIONS WITH MEXICAN AUTHORITIES TO FACILITATE ENTRY OF CANADIAN SEED POTATOES.	ORGANIZED HIGHLY SUCCESSFUL SWINE MISSION TO CANADA. MET WITH MEXICAN CATTLE BREEDERS AT NATIONAL ABERDEEN ANGUS SHOW IN ZACATECAS. REACHED AGREEMENT WITH MEXICAN AUTH. FOR PROTOCOL COVERING PHYTOSANITARY REQUIREMENTS.