

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 :645-SAN JOSE

001-AGRI & FOOD PRODUCTS & SERVICE
EL SALVADOR

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INTRODUCTION AND PROMOTION OF CANADIAN AGRICULTURAL PRODUCTS TO POTENTIAL BUYERS/IMPORTERS.

AN ONT MISS WAS RECEIVED FOCUSING ON LIVESTOCK, VET PROD & AGROCHEM BUT INCLUDING ALSO OTHER AGRICULTURAL INPUTS. GOOD CONTACTS WERE ESTABLISHED & INTEREST SHOWN BY IMPORTERS. 3 NEW AGENCY AGREEMENTS WILL LIKELY BE CONCLUDED SHORTLY.

QUARTER: 1 PREPARATION OF A SURVEY OF THE MARKET FOR AGRICULTURAL INPUTS IN ALL COUNTRIES OF ACCREDITATION.

DATA COLLECTING TRIPS WERE MADE TO HONDURAS AND EL SALVADOR. TARGET DATE FOR REPORT REMAINS END OF YEAR.

QUARTER: 2 Promotion of agricultural fairs to be held in Canada to local importers.

A group of 8 Salvadoran buyers will be visiting the Royal Winter Fair in November. A Honduran buyer visited the Quebec Cattle Fair. Good results are expected from these visits.

QUARTER: 3 Preparations for upcoming Mrach Agricultural Catalogue Show. 2)Organized market development visit by Agriculture Canada specialist and private sector expert to evaluate market potential for Canadian Ag. products.

Letters were sent to 120 Cdn exporters of agric. related prod.& services seeking their participation in Catalogue Show. 2)Good mkt info was obtained & visit follow-up is now being done,with cattle seminar under consid.& visits to Cda

QUARTER: 4 -----