

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 640-BOGOTA

001-AGRI & FOOD PRODUCTS & SERVICE
COLOMBIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SWINE SEMINAR AND FOLLOW UP 1984

RECENT SIGNATURE OF MOU ON AGRICULTURE. NEED TO INITIATE 1ST
ROUND OF TALKS.

A) CANOLA OIL INTRODUCTION.
B) WHEAT.

SEMINAR ON LIVESTOCK

ATTENDANCE OF COLOMBIAN FIRM TO GRAINS INSTITUTE COURSES.

FIRST SIGNIFICANT SALES NOW MATERIALIZING

TRANSFER OF TECHNOLOGY AND DOOR OPENERS FOR
COMMERCIAL EXPORTS TO COLOMBIA.

\$ 1 MILLION. (A)
\$ 20 MILLION. (B)

PROMOTE SALES OF HOLSTEIN COWS AND CANADIAN
SWINE.

PROMOTE FURTHER SALES OF WHEAT AND BARLEY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE CDN AS POTENTIAL WHEAT SUPPLIER. ADVANCE
PLANNING OF CDN PARTICIPATION IN AGROEXPO.
FOLLOW-UP ACTIVITIES TO BE UNDERTAKEN UNDER CDA.
COL M. O. U. ON AGRICULTURE.

ALTA PULSE MISSION OPENED WAY TO NEW SALES. HEAD
OF COL. AGRIC. IMPORT AGENCY VISITED CDN WHEAT
BOARD. DOZEN CDN CO'S/LOCAL AGENTS AGREED TAKE
PART IN CDN AGROEXPO STAND. SEMINAR HELD ON CDN
CANOLA.

QUARTER: 2 PARTICIPATION IN AGRICULTURAL FAIR (AGROEXPO
'87). -PROMOTION OF CANADIAN FEED WHEAT AND
MILLING WHEAT. -PROMOTION OF ALBERTA BEEF CATTLE

PART 'N IN AG FAIR (AGRO-EXPO 87) WITH 12 CDN COS
INVOLVED. 15-30 JULY '87, SALE OF 22,000 TONS
FEED WHEAT TO IDEMA (COL. GOVT. GRAIN AGENCY);
-AGREEMENT BY IDEMA TO PURCHASE 450,000 TONS OF
CDA WEST. RED SPRING SHEAT OVER NEXT 3 YEARS.

QUARTER: 3 SEMINAR ON USE OF CDN WHEAT COL PARTICIPATION
IN CIGI COURSES IN CDN. NEGOTIATION OF MULTI-
YEAR PURCHASE CONTRACT. PROMOTION OF CDN AGRIC-
CULTURAL FAIRS.

IDEMA (COL. GOVT. BUYING AGENCY) SIGNED 3-YR CON-
TRACT WITH CWB TO PURCHASE 150,000 MT OF WHEAT
PER YEAR. SEMINAR ON USE OF CDN WHEAT IN CALI.
SPECIAL TRAVEL PACKAGE TO ATTEND ROYAL WINTER
FAIR & AGRIBITION ORGANIZED & MAILING TO 2,000

QUARTER: 4 -----