

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :637-SAO PAULO

001-AGRI & FOOD PRODUCTS & SERVICE  
BRAZIL

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP TO OFFICIAL PART. IN EXPOINTER '88 AND EXPOTIBA 88  
SALES OF LIVESTOCK AND SEMEN UP TO 3 TO 4 MILLION.

MAINTAIN/EXPAND CONTACTS W/SWINE, HORSES, POULTRY, SHEEP & GOAT  
FIRM UP NEW REP. AGREEMENTS AND SALES OF LIVESTOCK.

MONITOR & REPORT ON VARIOUS MKT ACCESS ISSUES AFF. CDN EXPOR  
ENSURE EQUAL ACCESS TO CANADIAN SUPPLIERS.

PURSUe ELABORATION OF A COOP. AGREEM. IN AGRIC. WITH STATE  
INCREASED SALES OF GENETIC MTL FOR DAIRY CATTLE AS WELL AS

SWINE, BOVINE, SHEEP AND GOATS.

ARRANGE CDN PARTI. AT CATTLE BREEDING CONV. IN PARANA, MAY89  
EXPAND MARKET SHARE OF A.I. MT.. AND LIVE ANIMALS.

DEV. OF CONTACTS W/AG. SECRETARIATS OF SOUTHERN STATES  
EXPECTED SALES OPPORTUNITIES FOR CANADIAN LIVESTOCK, A.I.

MATERIAL AND FOOD PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 - Organize technical seminars in coop. with Extott and Agricott on beef breeding stock.
- Assist CDN companies in introducing CDN varieties.

- Seminars set up for SPalo, Campo Grande and Porto Alegre.
- McDonalds (Brazil) importing first CDN seeds on commercial basis.

- QUARTER: 2 -Participation in EXPOINTER '89.
- Organized Charolais mission to Canada.
- Initiate organization of EXPOTIBA '89.
- Initiate organization of Holstein Fair.
- Organization of CDN Pulp/Paper Assoc. visit.

- 10 CDN breeders participated in fair.
- 5 Charolais breeders from Parana to Canada.
- Coordinated with authorities of Parana state.
- Coordinated with Brazilian Holstein Association
- Coordinated with Brazilian Pulp & Paper Assoc.

QUARTER: 3 -----

QUARTER: 4 -----