

POST :474-BELGRADE

001-AGRI & FOOD PRODUCTS & SERVICE
BULGARIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOOD HANDLING, PROCESSING EQUIP

ASSISTANCE TO RODOPA MEAT INDUSTRY DELEGATION VISITING CANADA.

NEGOTIATION OF CONTRACT BY KNUD SIMONSEN INDUSTRIES FOR MEAT PROCESSING EQUIPMENT.

CONTINUATION OF OUR CONTACTS WITH THE BULGARIAN FOOD PROCESSING INDUSTRY. ENCOURAGE CANADIAN COMPANIES TO PARTICIPATE IN PLOVDIV FAIR.

BETTER INFORMATION ON THEIR INTERESTS AND PURCHASING POTENTIAL.

PRESENTATION ON GAMMA IRRADIATION FOR FOOD STERILIZATION (WE HAD SOME INFORMATION AVAILABLE AT PLOVDIV FAIR, BUT PROPOSE PRESENTATION BE DONE TO TARGET AUDIENCE BY AECL RADIOCHEMICAL REPS).

OVERCOME MYTHS OF RADIO-ACTIVE CONTAMINATION OF FOOD STUFFS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 IMPROVEMENT OF THE QUALITY OF AGRICULTURAL PRODUCTION & FOOD PROCESSING AS A PRIORITY OF BOTH BULGARIA & YUGOSLAVIA. ON-GOING RESEARCH OF AGRI-FOOD OPPORTUNITIES (THROUGH, AMONG OTHER TOOLS, TRADE MISSIONS).

2ND MISSION, IN 3 MONTHS, FROM ONT MINISTRY OF AGRICULTURE & FOOD, VISITED YUGOSL & BULGARIA. N.B. SEED POTATO MISSION AT MINISTERIAL LEVEL, VISITED YUGOSL. MANY NEW OPPORTUNITIES HAVE BEEN UNCOVERED AS A RESULT OF THESE 2 MISSIONS.

QUARTER: 2 -----

QUARTER: 3 Strong support to introduce Cdn prod. in new mkt niches in Yugoslavia esp. seed potatoes, dairy breeding stock. - Organize mission of Yugo dairy ind. reps to Cda incl. Royal Winter Fair. - Ongoing monitoring of Yugo & Bulg agricultural policies

1st sales of Cdn seed potatoes (approx \$150,000) & dairy cattle semen. - High level dairy mission from all major dairy cos in Yugo. - Detailed grains report prepared for Yugo & Bulg, plus additional reports on climatic cond. spec. crops.

QUARTER: 4 Strong support to introduce "new" Canadian products i.e. seed potatoes, dairy cattle breeding stock. Assistance to prepare Canada-Bulgaria Joint Agricultural Committee meeting.

First shipments of seed potatoes arrived to Yugo client, Centrocoop. - B. Ouellette of Potatoes Cda to Slovenia, Bosnia & Serbia to evaluate long-term sales potential. - Agdevco mission to Yugo.