

REPT4D
90/01/23

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 :644-MEXICO

001-AGRI & FOOD PRODUCTS & SERVICE
MEXICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCE CDN VARIETIES OF ALFALFA & FORAGE SEEDS & GRASSES
ESTABLISH SOME TEST PLOTS IN QUERETARO, DURANGO, MICHOACAN

INVESTIGATE MARKET FOR CATTLE HIDES
MARKET REPORT

OUTGOING TECH. SEMINAR & COMM. SWINE MISSION TO MEXICO
POTENTIAL SALES 2/3 MILLION \$.

OUTGOING BEEF CATTLE (ALL BREEDS) MISSION TO MEXICO
POTENTIAL SALES BEEF/DAIRY CATTLE \$50 MILLION OVER 3 YEARS.

DEVELOP PROGRAM OF TECH. ASSIST. & COOP. W/STATE AGR.MINIST.
INCREASE KNOWLEDGE OF CDN CAPABILITY.

DEVELOP DIRECT CONTACTS/RELAT. W/SELECTED MEXICAN UNIVERS.
MARKET INFORMATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Seed potatoe mission to eastern Canada.
Conasupo Bean buyers to Canada.

Estimated potential orders for seed potatoes
\$2 mn. Estimated potential (beans) \$2-5 mn annually.
Long term contract with Ont. bean growers
Fish sales \$500,000 to \$1,000,000 first yr.
\$370,000 dairy cattle.

QUARTER: 3 -----

QUARTER: 4 -----