

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 :533-SYDNEY

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
AUSTRALIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ANIMAL,POULTRY BREEDING STOCK

LIAISON W/AUSTLN QUARANTINE AUTH TO ACHIEVE RELAX OF REQ.
LOWER COSTS WILL LEAD TO MORE EMBRYOS BEING SHIPPED.

UPDATE AND EXPAND LISTS OF AUSTLN CENTRES & BREED SOC.
MATCH AT LEAST 3 CANADIAN SUPPLIERS TO LOCAL IMPORTERS.

ENCOURAGE AUSTRALIAN BUYER TO VISIT CAN TO SELECT ANIMALS
INCREASED SALES.

IDENTIFY LARGE INNOVATIVE STATION HOLDERS(RANCHERS)TO PROM.
DIVERSIFY NUMBER OF BREEDS WITH SALES POTENTIAL AND INCREASE

CANADIAN PARTICIPATION IN PUA BREEDING PROGRAMS.

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

CONTINUING STUDY OF MKT FOR PROCESSED FOOD PROD, FINE FOOD
ENCOURAGE MORE CANADIAN COMPANIES TO BE ACTIVE IN MARKET;

IDENTIFY NEW IMPORTERS.

PRODUCE PROFILES ON SPECIALTY FOODS & CONF ITEMS FRO DISTRIB
INCREASE CDN MARKET SHARE BY 10%

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 PROMOTE AND ASSIST AUSTRALIAN BUYERS TO ATTEND
AGRIBITION SHOW.

16 AUSTRALIAN BREEDERS VISITED SHOW. AT LEAST
ONE SHARE PURCHASE WAS MADE AMOUNTING TO
\$48,000.

QUARTER: 4 -----