

REPT40
90/06/26

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

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POST :436-DUBLIN

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
IRELAND

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow up on SIAL '88.
Assess possibilities in embryo transfer.

Contact maintained with key Irish processors.
Irish interests examining Cdn green products.
Quantity of Cdn wine en route to Irish buyer.
Embryo buyers visited sources in Alta and Ont.

QUARTER: 2 Meet with key food importers.
Liaise with local processors re co-operation possibilities.
Promote Canadian participation at Anuga.

Launch of Loblaw's "green" products in the Quinns chain. Good publicity for Canada.
Interest in co-operation is still evident.

QUARTER: 3 -----

QUARTER: 4 Maintain contact with key food and agri importers.
Develop cattle semen/embryo market.

Improved sales for dried peas, grass-seed corn and animal feed components. New market for soup ingredients from Thomas J. Lipton. New channel of distribution for Semex Ireland should improve sales.