

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 :635-BRASILIA

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

COOPERATION AGREE BTWN CDN HOLSTEIN ASSOC & BRAZ MIN OF AGR
FACILITATE APPROVAL PROCESS OF HOLSTEIN DAIRY CATTLE

SELECTED FOR IMPORT.

DELIVERY OF SEED POTATOES FOR BRAZ NAT SEED POTATO TESTING
PENETRATION (ESPECIALLY IN CASE OF INDUSTRIAL VARIETIES)

INTO BRAZIL SEED POTATO MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Ongoing assistance re health requirements for
live animal exports
- Assistance in obtaining Brazilian approval of
new Canadian meat packing plants

- Continued success in sales of live animals to
Brazil
- Increased Canadian exports of beef and pork to
Brazil

QUARTER: 2 - Assist livestock breeder in fulfilling health
import requirements.
- Attend Uberaba Zebu crossbreed show with an in
fo booth.

- Successful ongoing livestock sales.
- Developed new market for Canadian livestock an
d genetic material in Uberaba.

QUARTER: 3 1. On-going assistance re health requirements fo
r live animal exports.

1. Continuing success of live animal sales to Br
azil.

QUARTER: 4 -Ongoing assistance re health requirements for
live animal exports.

-Continued sucess in sales of live animals to
Brazil.