

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
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:

ANIMAL, POULTRY BREEDING STOCK

FOLLOW UP WITH SWINE, DAIRY CATTLE AND OTHER ANIMAL BREEDERS WHO HAVE VISITED CANADA ON INCOMING MISSIONS.

SALES TO NEW BUYERS: \$200,000 TO \$400,000.

PROVIDE ON-GOING ASSISTANCE TO PROVINCIAL GOVERNMENTS IN THEIR EXPORT MARKET DEVELOPMENT PROGRAMS.

IDENTIFY NEW POTENTIAL EXPORTERS.

ORGANIZE LIVESTOCK BUYERS MISSIONS TO CANADA AS APPROPRIATE FOR HOGS, DAIRY AND BEEF BREEDING ANIMALS.

EXPOSURE OF CANADIAN STOCK TO NEW MEXICAN BREEDERS/BUYERS. INCREASE ANNUAL SALES BY \$2 MILLION.

DETERMINE FEASIBILITY OF INTRODUCING CANADIAN SHEEP BREEDING STOCK IN MEXICO.

INCREASED ACCEPTANCE OF CANADA AS SOURCE OF HIGH QUALITY OVINE STOCK.

SEEDS & SPECIAL CROPS

SUPPORT AGRICULTURE CANADA EFFORTS TO FINALIZE AND SIGN PROTOCOL FOR SEED POTATO PHYTOSANITARY CERTIFICATION.

A SIGNED PROTOCOL WITH RESULTANT EASIER ENTRY OF CANADIAN SEED POTATOES, ETC.

CONTINUED PROMOTION OF SEED POTATO THROUGH LITERATURE DISTRIBUTION. SUPPORT POTATOES CANADA ANNUAL COURSES FOR OVERSEAS AGRICULTURE STUDENTS.

ENHANCED CANADIAN IMAGE.

STUDY MARKET FOR CANADIAN VARIETIES OF ALFALFA SEED AND OTHER FORAGE SEEDS.

DECISION WHETHER TO PROCEED WITH PROMOTION OF CANADIAN FORAGE SEED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FURTHER DEVELOP BILATERAL AGRICULTURAL RELATIONS.
CONCLUDE BILATERAL SEED POTATO ACCORD.
--ACCORD SIGNED DURING VISIT OF MIN. WISE--

ORGANIZED MEETING OF JOINT AGRIC. COMMISSION WHICH SUCCEEDED IN GREATLY REDUCING NUMBER OF BILAT. PROJECTS THEREBY ENHANCING PROBABILITY OF THEIR SUCCESSFUL COMPLETION.

QUARTER: 2 Increase level of contacts with livestock buyers.
Liaise with CONASUPO re skim milk powder.

Met with cattlemen's assoc'n in Zacatecas. One modest (D11s 127,200) sale of beef meeding stock concluded. Attended Swine Congress in Toluca. Cdn SMP sales to CONASUPO so far this year total D11s. 32,500,000.

QUARTER: 3 Attend Guadalajara livestock show
Promotion of Canadian Dairy Livestock
Preparation for Technical Swine mission

Identified market for 140,000 dairy cattle (Liconsa)
Sales of seed potatoes \$130,000
Sale of hides 140,000