

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 643-CARACAS

001-AGRI & FOOD PRODUCTS & SERVICE
VENEZUELA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

PIEDEMONTA BARINAS INTEGRATED DAIRY PROJECT.

PREPARATION OF BOVINE-EMBRYO PROJECT.

VISITING FARMS/ASSOCIATIONS IN INTERIOR OF COUNTRY TO PROMOTE
MORE IMPORTS OF CANADIAN CATTLE.

AGRICULTURE AND FOOD PRODUCTS - MARKET STRATEGY REPORT.

PARTICIPATION OF CANADIAN SUPPLIERS.

PARTICIPATION OF CANADIAN SUPPLIERS.

INCREASED SALES.

DEVELOPMENT OF MARKETING PRIORITIES AND
STRATEGY.

SEEDS & SPECIAL CROPS

COMPLETE INVESTIGATION FOR MARKETING OF CDN SUNFLOWER SEED.

SEEKING NEW IMPORTERS FOR BEANS/SPECIAL CORPS/PEAS.

INCREASE MARKET FOR CDN SUPPLIERS.

INCREASED SALES.

SEMI & PROCESSED FOOD & DRINK

COMPLETE MARKET ACTIVITIES PROMOTING MILK REPLACERS FOR ANIMALS.

GELATIN SALES IMPROVING STEADILY - TO VISIT MORE IMPORTERS AND
FURTHER PROMOTE PRODUCT.

TO OPEN MARKET FOR CDN SUPPLIERS.

INCREASED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 VISITING FARMS/ASSOCIATIONS IN INTERIOR OF COUNTRY TO PROMOTE MORE IMPORTS OF CANADIAN CATTLE.

INCREASED SALES AND GREATER RECOGNITION OF CDN CATTLE AS A MARKET LEADER.

QUARTER: 1 TO SEEK NEW IMPORTERS FOR BEANS/SPECIAL CORPS/PEAS

A MISSION IN THIS FIELD LED TO GREATER CONTACTS FOR CDN PRODUCERS - AGENTS APPOINTED.

QUARTER: 2 FARM VISITS AND SEMINARS TO PROMOTE SALES OF DAIRY CATTLE.

SALES OF 4.1 MILLION DOLLARS PLUS NEW CONTACTS FOR CANADIAN EXPORTERS.

QUARTER: 2 TO SEEK NEW IMPORTERS FOR BEANS/SPECIAL CROPS/PULSES.

IN THIS QUARTER 5 NEW BUYING CONNECTIONS WERE MADE.

QUARTER: 3 -----

QUARTER: 4 -----