

## Export and Investment Promotion Planning System

MISSION: 635 BRASILIA

COUNTRY: 047 BRAZIL

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: SEMINARS SPONSORED BY AGRICULTURE CANADA RE DAIRY CATTLE, ARTIFICIAL INSEMINATION AND EMBRYO TRANSFER.

Results Expected: INCREASE AWARENESS OF CDN DAIRY CATTLE STANDARDS & INCREASE SALES OF LIVE ANIMALS AND GENETIC MATERIALS.

Activity: CLOSELY MONITOR DOMESTIC FOOD SUPPLY SITUATION TO IDENTIFY SHORT-TERM EXPORT OPPORTUNITIES (BEER, MEAT, CHEESE, MILK).

Results Expected: SPOT SALES OF CHEESE, MILK, MEAT, BEER. IMPROVE LINKS BETWEEN CANADA AND BRAZILIAN TRADING COMPANIES.

Activity: COORDINATE WITH AGRICULTURE CANADA A TRAINING PROGRAM IN CANADA FOR OFFICIALS OF MINISTRY OF AGRICULTURE.

Results Expected: ENDORSEMENT OF CDN DAIRY CATTLE & ARTIFICIAL INSEMINATION STANDARDS LEADING TO INCREASED SALES.