

REPT4D
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

85

POST :406-LISBON

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
PORTUGAL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ANIMAL,POULTRY BREEDING STOCK

ONGOING SUPPORT FOR LOCAL AGENTS
CONTINUED EXPORT VALUE GROWTH

SUB-SECTOR:SEEDS & SPECIAL CROPS

MARKETING CALLS ON BUYERS
MAINTAIN INTEREST IN CDN PRODUCT

REGULAR MEETINGS WITH LOCAL AUTHORITIES
ENSURE PROMPT ACTION RE DEROGATION

MAINTAIN CLOSE CONTACT WITH PTGSE PHYTOSANITARY REPS
FACILITATE

A BETTER MARKET PENETRATION

PROPOSED INCOMING MISSION
MAINTAIN INTEREST IN CDN PRODUCT

SUB-SECTOR:FEED,FERTILIZER & VET PRODUCTS

CONTINUING SUPPORT FOR LOCAL AGENT
MAINTAIN EXPORTS GROWTH RATE

INCOMING MISSION ON ALFAFA [CUBES & PELLETS]
SECURE & EXPAND MARKET SHARE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -Initiate actions for early derogation re seed potatoes.
-Maintain pressure on Portuguese authorities to open market for Canadian dairy cattle breeding stock.

-Met with major importers and with local authorities.
-DG Livestock's authorization was given early in May. Market potential estimated at 5000-7000 head.

QUARTER: 2
-Maintain close contact with DGL's office re Canadian dairy cattle exports.
-Organize meetings with government and industry reps to seek early actions re SP derogation.

-With AgricOtt and PotCda reps met with CNPPA officials and with industry. Several improvements to the current procedures were discussed.