

REPORT 4
88/10/21

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 : 643-CARACAS

001-AGRI & FOOD PRODUCTS & SERVICE
VENEZUELA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

DAIRY CATTLE MGT WORKSHOPS 2 PER YEAR
SCIENTISTS AND PATHOLOGISTS INTERCHANGES

MARKET EVALUATION OF SEED POTATO SALES OPPORTUNITIES IN ANDEAN REGION

PROMOTION AT TRIAL SITE

TECHNICAL COOPERATION ON PLOT WORK TO ENSURE APPROPRIATE RESULT.

ANTICIPATED RESULTS:

INCREASE MKT SHARE

IMPROVE UNDERSTANDING OF CDN HEALTH STATUS AND VERIFICATION TESTING PROCEDURES PRIOR TO EXPORT.

INCREASE TOTAL MARKET SHARE TO 90%.

MAINTENANCE OF MARKET SHARE

MAINTENANCE OF MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 FARM VISITS AND SEMINARS TO PROMOTE CATTLE SALES

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CONTINUED SALES SUCCESS.