

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

54

POST :644-MEXICO

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
MEXICO

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCE CDN VARIETIES OF ALFALFA & FORAGE SEEDS & GRASSES
ESTABLISH SOME TEST PLOTS IN QUERETARO, DURANGO, MICHOACAN

INVESTIGATE MARKET FOR CATTLE HIDES
MARKET REPORT

OUTGOING TECH. SEMINAR & COMM. SWINE MISSION TO MEXICO
POTENTIAL SALES 2/3 MILLION \$.

OUTGOING BEEF CATTLE (ALL BREEDS) MISSION TO MEXICO
POTENTIAL SALES BEEF/DAIRY CATTLE \$50 MILLION OVER 3 YEARS.

DEVELOP PROGRAM OF TECH. ASSIST. & COOP. W/STATE AGR.MINIST.
INCREASE KNOWLEDGE OF CDN CAPABILITY.

DEVELOP DIRECT CONTACTS/RELAT. W/SELECTED MEXICAN UNIVERS.
MARKET INFORMATION.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Seed potatoe mission to eastern Canada.
Conasupo Bean buyers to Canada.

QUARTER: 3 Explorating mission for Cdn forage seeds, canola
information booth at 2 livestock shows. Assist-
ance on phyto sanitary issues, preparation for
seed potatoe mission. Visit of Dairy Commission
officials.

QUARTER: 4 -----

Estimated potential orders for seed potatoes
\$2 mn. Estimated potential (beans) \$2-5 mn an-
nually. Long term contract with Ont. bean grow-
ers Fish sales \$500,000 to \$1,000,000 first yr.
\$370,000 dairy cattle.

Contract- 40000 metric tons of powdered milk
\$100 million USA; (TICC May 1988). Sale of 30
swine breeding stock aprox. \$30,000 USA. Test
of selected Cdn forage seeds arranged, continued
sales of canola meal seed/oil.