

REPORT 4
88/02/02

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

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POST : 639-LIMA

001-AGRI & FOOD PRODUCTS & SERVICE
PERU

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONTARIO POULTRY SEMINAR

PRESENTATION TO MAJOR IMPORTERS HIGHLIGHTING CANADIAN PRODUCTS.

IMPROVE MARKET POTENTIAL FOR CANADIAN PURE BREED CATTLE BY
SETTING UP INFORMATION SESSIONS BETWEEN CANADA FARMERS AND CATTLE
BREEDERS.

CONDUCT MARKET SURVEY FOR AGRICULTURE EQUIPMENT TO IDENTIFY
POTENTIAL MARKET FOR CANADIAN PRODUCTS.

INCREASE FAMILIARITY WITH CANADIAN POULTRY.

STIMULATE ADDITIONAL IMPORTS OF GREEN PEAS
AND LENTILS.

ESTABLISH CANADA AS RELIABLE SUPPLIER OF
PUREBREED CATTLE, SEMEN AND EMBRYOS.

SEND REPORT TO CANADIAN MANUFACTURERS TO
STIMULATE THEIR INTEREST IN THIS GROWING
MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTED PUREBREED CATTLE SALES TO NATIONAL HOLST-
TEIN ASSN & INDIVIDUAL BUYERS & PROMOTED USE OF
CDN CATTLE JUDGES. FOLLOW-UP ON CDN DAIRY BOARD
MISSION IN EFFORT TO OBTAIN MULTIYEAR CONTRACT
AND SALES.

SOLD OVER 2000 HEADS IN FIRST HALF OF 1987 VALU-
ED AT APPROXIMATELY \$1 MILLION, SALES OF OVER \$4
MILLION ACHIEVED & PERUVIAN IMPORTING AUTHORITY
READY TO SIGN UNPRECEDENTED MULTI YEAR CONTRACT.

QUARTER: 2 A)ATTEND FIA 87. COORDINATE VISIT OF K. MCFARLANE
FM PRODUCTS DIV. FISH AND FOOD PRODS. EA.
B)CONTINUE PROMOTING DAIRY PRODUCT SALES ON
BEHALF OF CANADIAN DAIRY COMMISSION.

A)DISCUSSED CATTLE MKT WITH PROMINENT CATTLE
BREEDERS OF AREQUIPA, CUZCO & TACNA RGNS. SALES OF
\$500,000 APPROX OF DAIRY CATTLE. B)THEY HAVE NOW
REC'D ORDERS FOR 14,000 MT OF MILK POWDER FOR 87
YR WTH FURTHER SALES LTD BY REDUCED OFFERING

QUARTER: 3 -----

QUARTER: 4 -----