

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 :637-SAO PAULO

001-AGRI & FOOD PRODUCTS & SERVICE
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP TO OFFICIAL PARTICIPATION IN EXPOINTER'87 & EXPOTIBA'87 AS WELL AS SPONSORED VISITS OF BRAZILIAN OFFICIALS TO ROYAL WINTER FAIR AND WESTERN AGRIBITION SHOW

FIRM UP NEW REPRESENTATION AGREEMENTS (2) AND SALES OF LIVESTOCK AND SEMEN (2 TO 3 MILLION)

MAINTAIN/EXPAND CONTACTS WITH POULTRY, GOATS, SWINE AND HORSES BREEDERS.

DETERMINE WHETHER THESE AREAS SHOULD BE PURSUED AND IF SO WHICH AND HOW.

MONITOR AND REPORT ON VARIOUS MARKET ACCESS ISSUES AFFECTING CDN EXPORTS IN THIS SECTOR PARTICULARLY BILATERAL BRAZILIAN TRADE ARRANGEMENTS FOR POTASH.

ENSURE EQUAL ACCESS TO CANADIAN SUPPLIERS.

PURSUDE ACTIVELY ELABORATION OF A COOPERATION AGREEMENT IN AGRICULTURE WITH STATE OF PARANA RELATIVE TO LIVESTOCK AND GENETIC MATERIAL.

SIGN COOPERATION AGREEMENT THEREBY CREATING OPPORTUNITIES FOR SALES AND TECHNICAL COOPERATION.

ARRANGE CANADIAN PARTICIPATION AT CATTLE BREEDING SEMINAR/CONVENTION IN PARANA, MAY 88.

ENLARGE EXPOSURE OF CANADIAN BREEDING AND MANAGEMENT TECHNIQUES TO TAKE ADVANTAGE OF EXPECTED AGREEMENT SIGNING WITH PR

PURSUDE ACTIVELY OPPORTUNITIES FOR JV/TT IN AGRICULTURAL MACHINERY IDENTIFIED VIA SASK. GOVERNMENT SPONSORED VISIT OF ABIMAQ REPRESENTATIVE TO FARM PROGRESS SHOW, E.G. SPRAYING EQUIPMENT.

TWO JOINT-VENTURE/TECHNOLOGY TRANSFER IN MEDIUM TERM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A)ORGANIZE PARTICIPATION IN 4TH ANNUAL PARANA BREEDER'S ASSOCIATION APRIL 9.
B)BEGIN PLANNING & ORGANIZATION OF EXPOINTER.

SIGNIFICANT ORDERS RECEIVED - COOPERATION AGREEMENT BETWEEN PARANA & MACDONALD COLLEGE REACTIVATED.

QUARTER: 2 Participation in EXPOINTER '88. Prepare the Saskatchewan Potash Mission. Assist participation of Canadian companies in Brazilian Jersey and Holstein Shows

Strengthen of Cdn image in Brzl livestock mkt. Betterment of Cdn knowledge of Brzl present & future fertilizer mkt. This will generate report from the Post on Brzl crop. Resulted in import. sales of live animals and semen.

QUARTER: 3 Participation in Expotiba Incoming Beef Cattle Mission to Canada Visit of directors of Brzln Holstein Assoc. & Ryl Winter Fair & meetings w/Holstein Canada.

on-site sales approx \$35 thousand & potential for further sales as well as introduction of new Cdn.beef breeds. -Brzln Holstein Assoc will likely adopt Cdn classification & performance standards within one year.