

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

POST 643-CARACAS

001-AGRI & FOOD PRODUCTS & SERVICE
VENEZUELA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

PIEDEMONTTE BARINAS INTEGRATED DAIRY PROJECT.

PREPARATION OF BOVINE-EMBRYO PROJECT.

VISITING FARMS/ASSOCIATIONS IN INTERIOR OF COUNTRY TO PROMOTE MORE IMPORTS OF CANADIAN CATTLE.

AGRICULTURE AND FOOD PRODUCTS - MARKET STRATEGY REPORT.

PARTICIPATION OF CANADIAN SUPPLIERS.

PARTICIPATION OF CANADIAN SUPPLIERS.

INCREASED SALES.

DEVELOPMENT OF MARKETING PRIORITIES AND STRATEGY.

SEEDS & SPECIAL CROPS

COMPLETE INVESTIGATION FOR MARKETING OF CDN SUNFLOWER SEED.

SEEKING NEW IMPORTERS FOR BEANS/SPECIAL CORPS/PEAS.

INCREASE MARKET FOR CDN SUPPLIERS.

INCREASED SALES.

SEMI & PROCESSED FOOD & DRINK

COMPLETE MARKET ACTIVITIES PROMOTING MILK REPLACERS FOR ANIMALS.

GELATIN SALES IMPROVING STEADILY - TO VISIT MORE IMPORTERS AND FURTHER PROMOTE PRODUCT.

TO OPEN MARKET FOR CDN SUPPLIERS.

INCREASED SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 VISITING FARMS/ASSOCIATIONS IN INTERIOR OF COUNTRY TO PROMOTE MORE IMPORTS OF CANADIAN CATTLE.

INCREASED SALES AND GREATER RECOGNITION OF CDN CATTLE AS A MARKET LEADER.

QUARTER: 1 TO SEEK NEW IMPORTERS FOR BEANS/SPECIAL CORPS/PEAS

A MISSION IN THIS FIELD LED TO GREATER CONTACTS FOR CDN PRODUCERS - AGENTS APPOINTED.

QUARTER: 2 FARM VISITS AND SEMINARS TO PROMOTE SALES OF DAIRY CATTLE.

SALES OF 4.1 MILLION DOLLARS PLUS NEW CONTACTS FOR CANADIAN EXPORTERS.

QUARTER: 2 TO SEEK NEW IMPORTERS FOR BEANS/SPECIAL CROPS/PULSES.

IN THIS QUARTER 5 NEW BUYING CONNECTIONS WERE MADE.

QUARTER: 3 FARM VISITS & SEMINARS TO PROMOTE SALES OF DAIRY CATTLE.

\$10M OF CATTLE SALES IN LAT QUARTER (ALTHOUGH NOT REPORTED IN ANNUAL PLAN POST FINDS THAT CONSTANT LIAISON WITH LOCAL OBSTRUCTIONIST BUREAUCRACY IS VITAL FOR CONT'D SALES BUT VERY TIME CONSUMING).

QUARTER: 4 -----