

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 :635-BRASILIA

001-AGRI & FOOD PRODUCTS & SERVICE
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

TECHNICAL COOPERATION PROGRAM (EITHER THROUGH CIDA III OR CIDA INSTITUTIONAL PROGRAM) WITH GOATBREEDING ASSOCIATIONS IN NORTH-EAST STATES.

INCREASED ANNUAL SALES OF LIVE ANIMALS AND GENETIC MATERIAL OF \$1,500,000.

COOPERATION AGREEMENT BETWEEN CANADIAN HOLSTEIN ASSOCIATION AND BRAZILIAN MINISTRY OF AGRICULTURE.

FACILITATE APPROVAL PROCESS OF HOLSTEIN DAIRY CATTLE SELECTED FOR IMPORT OF \$5,000,000.

DELIVERY OF SEED POTATOES FOR BRAZILIAN NATIONAL SEED POTATO TESTING PROGRAM.

PENETRATION (ESPECIALLY IN CASE OF INDUSTRIAL VARIETIES) INTO BRAZILIAN SEED POTATO MARKET OF \$1,000,000.

VISIT TO CANADA OF BRAZILIAN MINISTRY OFFICIAL TO INVESTIGATE CDN BEEF CATTLE INDUSTRY.

PENETRATION OF BRAZILIAN BEEF CATTLE MARKET (PIEDMONTESE, HEREFORD, SHAVER BEEFOLEND) OF \$4,000,000.

FOLLOW UP TO TECHNICAL DAIRY CATTLE SEMINARS HELD IN MARCH 1987.

INCREASED SALES DAIRY CATTLE BREEDING STOCK OF \$3,000,000.

MARKETING TRIP IN COMPANY OF YAKULT (SEMEX REP) TO RELATIVELY NEW AND UNTAPPED TERRITORIES IN NORTHEAST.

INCREASE SALES OF QUALITY DAIRY CATTLE BREEDING STOCK OF \$500,000.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CANADIAN STAND AT GOIANIA INTERNATIONAL LIVE-STOCK SHOW.

FOR THIRD YEAR RUNNING EMBASSY HAD STAND AT GOIANIA SHOW. ONE HOLSTEIN HEIFER FROM RECENT IMPORT OPERATION WAS DECLARED CHAMPION IN THIS YEAR'S SHOW.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----