

REPORT 4
89/10/10

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 LIVESTOCK 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 Monitor and report on Brazilian wheat requirements in view of 1988 shipments and renewal of LTWA.

Assisted CWB in its negotiations for 1988 and renewal of LTWA.

QUARTER: 3 Assist Department of Agriculture officials and Cdn livestock producers in liaising with Brzln animal health officials.

-Continuing sales of Canadian livestock.
-Brazilian officials improving health requirements after consulting with Canadian counterparts.

QUARTER: 4 Assist various livestock breeders in health fulfilling health/import requirements.

Successful ongoing livestock sales.