

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 635 BRASILIA

Market: 047 BRAZIL

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1500.00M	\$ 1300.00M	\$ 400.00M	\$ 400.00M
Canadian Exports \$	100.00M	\$ 85.00M	\$ 55.00M	\$ 60.00M
Canadian Share of Import Market	7.00%	7.00%	14.00%	15.00%

## Major Competing Countries

## Market Share

i) 577 UNITED STATES OF AMERICA	000 %
ii) 001 ARGENTINA	000 %
iii) 609 EUROPEAN COMMON MARKET C	000 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

## Current Total Imports

	In Canadian \$
i) POTASH	\$ 0.00 M
ii) SHEEP, GOATS AND SWINE	\$ 0.00 M
iii) GENETIC MATERIAL	\$ 0.00 M
iv) DAIRY AND BEEF CATTLE	\$ 0.00 M
v) SEED POTATOES	\$ 0.00 M
vi) DAIRY PRODUCTS	\$ 0.00 M
vii) POULTRY AND HATCHING EGGS	\$ 0.00 M
viii) FOOD PROCESSING EQUIPMENT	\$ 0.00 M
ix) FROZEN BEEF AND PORK	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products