

REPORT 4
88/07/27

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

Page 54

POST : 644-MEXICO

001-AGRI & FOOD PRODUCTS & SERVICE
MEXICO

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 3 INCREASE LEVEL OF CONTACTS WITH LIVESTOCK BUYERS
ALTHOUGH NEGOTIATIONS FOR PROTOCOL COVERING
PHYTO-SANITARY REQUIREMENTS CONTINUE, INITIATE
CONTACTS WITH POTENTIAL SEED BUYERS.

QUARTER: 4 INCREASE LEVEL OF CONTACTS WITH LIVESTOCK BUYERS

QUARTERLY RESULTS REPORTED:

ATTENDED SWINE CONGRESS IN GUADALAJARA & DAIRY
SHOW IN QUERETARO. \$337,500 SALES OF BEEF BREED-
ING STOCK CONCLUDED. FIRST MODEST SALES
(\$135,000) CONCLUDED.

ACCOMPANIED ALBERTA ASSOC MINISTER OF AGRICULTU-
RE SHIRLEY CRIPPO ON VISIT TO MONTERREY TO NEG-
TIATE TWINNING ARRANGEMENT WITH STATE OF NUEVO
LEON. \$845,000 SALE OF PUREBRED BEEF CATTLE.