

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :646-GUATEMALA

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
GUATEMALA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR: AGRICULTURE MACH, EQUIP, TOOLS

QUOTATION AND SALE OF 25 HEAD OF LANDRACE SWINE STOCK
PROMOTION OF FOLLOW-UP TO COMPLETE SALE.

FURTHER PROMOTION OF BOVINE AND PORCINE LIVESTOCK
INCREASED SALES OF CANADIAN STOCK

MARKETING EFFORT IN SALES OF SMALL AGRICULTURAL EQUIPMENT
INTRODUCTION OF NEW PRODUCTS TO THE GUATEMALAN MARKETPLACE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 As part of our annual work program activities to promote sales of swine and cattle to Guatemala.

Coordinated incoming Mission for 3 Guatemalans to the Ontario Swine Congress. Possibilities of sales are excellent. Also awaiting Canadian participation in the Guatemalan Jersey Cattle Show to be held in July.

QUARTER: 2 To continue our promotion activities in the swine and cattle sectors.

1)Coord. visit of inc. swine miss. fm Guatemala. As ind. reps we expect an increased part'n by other breeders to look at Cda as a supply source. 2)Org. visit by Hays Farms rep. & Cdn cattle Judge to Gtmlan Jersey Cattle Show.

QUARTER: 3 To continue our efforts in promoting cattle, semen and equipment in this sector.

Called on cattle association and had a presence in Guatemala's national cattle fair in November with a view to increasing Canadian involvement.

QUARTER: 4 To introduce new companies to the marketplace and to fully assist to promote new commercial opportunities.

Pembina Goose Breeders International made a market identification trip and are now preparing proposals for transfer of technology and livestock and equipment sales.