

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

POST : 640-BOGOTA

001-AGRI & FOOD PRODUCTS & SERVICE  
COLOMBIA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

SWINE SEMINAR AND FOLLOW UP 1984

RECENT SIGNATURE OF MOU ON AGRICULTURE. NEED TO INITIATE 1ST ROUND OF TALKS.

A) CANOLA OIL INTRODUCTION.  
B) WHEAT.

SEMINAR ON LIVESTOCK

ATTENDANCE OF COLOMBIAN FIRM TO GRAINS INSTITUTE COURSES.

FIRST SIGNIFICANT SALES NOW MATERIALIZING  
TRANSFER OF TECHNOLOGY AND DOOR OPENERS FOR  
COMMERCIAL EXPORTS TO COLOMBIA.

\$ 1 MILLION. (A)  
\$ 20 MILLION. (B)

PROMOTE SALES OF HOLSTEIN COWS AND CANADIAN  
SWINE.

PROMOTE FURTHER SALES OF WHEAT AND BARLEY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTE CDN AS POTENTIAL WHEAT SUPPLIER. ADVANCE  
PLANNING OF CDN PARTICIPATION IN AGROEXPO.  
FOLLOW-UP ACTIVITIES TO BE UNDERTAKEN UNDER CDA.  
COL M. O. U. ON AGRICULTURE.

ALTA PULSE MISSION OPENED WAY TO NEW SALES. HEAD  
OF COL. AGRIC. IMPORT AGENCY VISITED CDN WHEAT  
BOARD. DOZEN CDN CO'S/LOCAL AGENTS AGREED TAKE  
PART IN CDN AGROEXPO STAND. SEMINAR HELD ON CDN  
CANOLA.

QUARTER: 2 PARTICIPATION IN AGRICULTURAL FAIR (AGROEXPO  
'87). -PROMOTION OF CANADIAN FEED WHEAT AND  
MILLING WHEAT. -PROMOTION OF ALBERTA BEEF CATTLE

PART 'N IN AG FAIR (AGRO-EXPO 87) WITH 12 CDN COS  
INVOLVED, 15-30 JULY '87, SALE OF 22,000 TONS  
FEED WHEAT TO IDEMA (COL. GOVT. GRAIN AGENCY);  
-AGREEMENT BY IDEMA TO PURCHASE 450,000 TONS OF  
CDA WEST. RED SPRING SHEAT OVER NEXT 3 YEARS.

QUARTER: 3 SEMINAR ON USE OF CDN WHEAT COL PARTICIPATION  
IN CIGI COURSES IN CDN. NEGOTIATION OF MULTI-  
YEAR PURCHASE CONTRACT. PROMOTION OF CDN AGRI-  
CULTURAL FAIRS.

IDEMA(COL. GOVT. BUYING AGENCY)SIGNED 3-YR CON-  
TRACT WITH CWB TO PURCHASE 150,000 MT OF WHEAT  
PER YEAR. SEMINAR ON USE OF CDN WHEAT IN CALI.  
SPECIAL TRAVEL PACKAGE TO ATTEND ROYAL WINTER  
FAIR & AGRIBITION ORGANIZED & MAILING TO 2,000

QUARTER: 4 PLAN AND SUPPORT CWB MISSION TO FINALIZE WHEAT  
PURCHASE CONTRACT. - PLAN AND SUPPORT LIVESTOCK  
MISSION.

CONTRACT SIGNED BETWEEN IDEMA AND CWB FOR PUR-  
CHASE OF MINIMUM 150,000 TONS OF CDN WHEAT.  
-PURCHASE OF 45 HEADS OF ALBERTA CATTLE WITH  
POSSIBILITY FOR ANOTHER 100 HEADS.