

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 :644-MEXICO

001-AGRI & FOOD PRODUCTS & SERVICE  
MEXICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL,POULTRY BREEDING STOCK

FOLLOW UP WITH SWINE, DAIRY CATTLE AND OTHER ANIMAL BREEDERS WHO  
HAVE VISITED CANADA ON INCOMING MISSIONS.

SALES TO NEW BUYERS: \$200,000 TO \$400,000.

PROVIDE ON-GOING ASSISTANCE TO PROVINCIAL GOVERNMENTS IN THEIR  
EXPORT MARKET DEVELOPMENT PROGRAMS.

IDENTIFY NEW POTENTIAL EXPORTERS.

ORGANIZE LIVESTOCK BUYERS MISSIONS TO CANADA AS APPROPRIATE FOR  
HOGS, DAIRY AND BEEF BREEDING ANIMALS.

EXPOSURE OF CANADIAN STOCK TO NEW MEXICAN  
BREEDERS/BUYERS. INCREASE ANNUAL SALES BY  
\$2 MILLION.

DETERMINE FEASIBILITY OF INTRODUCING CANADIAN SHEEP BREEDING  
STOCK IN MEXICO.

INCREASED ACCEPTANCE OF CANADA AS SOURCE OF  
HIGH QUALITY OVINE STOCK.

SEEDS & SPECIAL CROPS

SUPPORT AGRICULTURE CANADA EFFORTS TO FINALIZE AND SIGN PROTOCOL  
FOR SEED POTATO PHYTOSANITARY CERTIFICATION.

A SIGNED PROTOCOL WITH RESULTANT EASIER ENTRY  
OF CANADIAN SEED POTATOES, ETC.

CONTINUED PROMOTION OF SEED POTATO THROUGH LITERATURE DISTRI-  
BUTION. SUPPORT POTATOES CANADA ANNUAL COURSES FOR OVERSEAS AGRI-  
CULTURE STUDENTS.

ENHANCED CANADIAN IMAGE.

STUDY MARKET FOR CANADIAN VARIETIES OF ALFALFA SEED  
AND OTHER FORAGE SEEDS.

DECISION WHETHER TO PROCEED WITH PROMOTION OF  
CANADIAN FORAGE SEED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FURTHER DEVELOP BILATERAL AGRICULTURAL  
RELATIONS.

ORGANIZED MEETING OF JOINT AGRIC. COMMISSION  
WHICH SUCCEEDED IN GREATLY REDUCING NUMBER OF  
BILAT. PROJECTS THEREBY ENHANCING PROBABILITY  
OF THEIR SUCCESSFUL COMPLETION.

CONCLUDE BILATERAL SEED POTATO ACCORD.

--ACCORD SIGNED DURING VISIT OF MIN. WISE--

QUARTER: 2 Increase level of contacts with livestock buyers.

Liaise with CONASUPO re skim milk powder.

Met with cattlemen's assoc'n in Zacatecas. One  
modest (Dls 127,200) sale of beef meeding stock  
concluded. Attended Swine Congress in Toluca. Cdn  
SMP sales to CONASUPO so far this year total  
Dls. 32,500,000.

QUARTER: 3 -----

QUARTER: 4 -----