

POST : 473-BUDAPEST

001-AGRI & FOOD PRODUCTS & SERVICE
HUNGARY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

CONTINUE SUPPORTING ONGOING EFFORTS TO ESTABLISH A CANADIAN LIVESTOCK JOINT VENTURE IN HUNGARY.

INCREASED CANADIAN EMBRYO, SEMEN & BREEDING STOCK SALES. IMPROVED LIVESTOCK SALES TO THIRD MARKETS.

VISIT BY D. M. NOREAU (AGR. CDA) TO HUNGARY. TRIP TO COINCIDE WITH FIRST MEETING OF JOINT AGRICULTURE COMMITTEE.

STRENGTHENING OF AGRICULTURE TRADE RELATIONS WITH EXPANDED COVERAGE OF REVISED JOINT AGRICULTURE COMMITTEE.

AGDEVCO PLANS TO START PROMOTING FARM MACHINERY (VIA OFFICE IN VIENNA) IN 1987.

CANADIAN FARM MACHINERY WILL LIKELY BE DISPLAYED AND TESTED IN HUNGARY.

FOOD HANDLING, PROCESSING EQUIP

WE ARE CURRENTLY TRYING TO INTEREST LEADING CANADIAN FOOD PROCESSORS TO VISIT HUNGARY.

THEY WILL DECIDE TO TARGET HUNGARY'S FOOD PROCESSING SECTOR FOR MARKETING ACTIVITY.

MARKET ASSESSMENT VISIT BY ONE OR TWO LEADING CANADIAN FOOD PROCESSORS TO HUNGARY.

DECISION TO ACTIVELY PURSUE HUNGARY'S FOOD PROCESSING SECTOR.

SERVICES INCLUDING CONSULTING

QUEBEC COMPANY WILL ADD HUNGARIAN STATE FARM TO ITS DAIRY HERD ANALYSIS SYSTEM ON A PILOT PROJECT BASIS AS WELL AS EXCHANGING TECHNICAL EXPERTS.

WORK WITH HUNGARIAN AUTHORITIES TO DEVELOP A DHAS FOR HUNGARY.

ONCE HUNGARY'S DHAS HAS BEEN ESTABLISHED, WORK WITH MCGILL AND HUNGARIANS TO SELL THE NEW VERSION OF THE SYSTEM IN OTHER COUNTRIES.

FOLLOW-ON SALES TO THIRD MARKETS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 VISIT BY D. M. NOREAU AND FIRST JOINT AGRIC. MEETING.

D. M. MOREAU VISITED HUNGARY APR. 11-14 AND SIGNED JOINT AGRICULTURE AGREEMENT - FIRST JOINT AGR. MEETING NOT HELD.

QUARTER: 1 MCGILL UNIVERSITY TO ADD HUNG. STATE FARM TO THE DHAS AS PRELUDE TO DEVELOPING HUNG. VERSION OF THE SYSTEM.

DUE TO RESTRUCTURING OF HUNGARIAN INSEMINATION COMPANIES PILOT PROJECT HAS NOT STARTED. ANOTHER FARM IS INTERESTED BUT MCGILL HAS YET TO RESPOND