

REPT4D
89/12/12

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 :406-LISBON

001-AGRI & FOOD PRODUCTS & SERVICE
PORTUGAL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL,POULTRY BREEDING STOCK

- ONGOING SUPPORT FOR LOCAL AGENTS
- CONTINUED EXPORT VALUE GROWTH

SEEDS & SPECIAL CROPS

- MARKETING CALLS ON BUYERS
- MAINTAIN INTEREST IN CDN PRODUCT

- REGULAR MEETINGS WITH LOCAL AUTHORITIES
- ENSURE PROMPT ACTION RE DEROGATION

- MAINTAIN CLOSE CONTACT WITH PTGSE PHYTOSANITARY REPS
- FACILITATE

A BETTER MARKET PENETRATION

- PROPOSED INCOMING MISSION
- MAINTAIN INTEREST IN CDN PRODUCT

FEED,FERTILIZER & VET PRODUCTS

- CONTINUING SUPPORT FOR LOCAL AGENT
- MAINTAIN EXPORTS GROWTH RATE

- INCOMING MISSION ON ALFAFA [CUBES & PELLETS]
- SECURE & EXPAND MARKET SHARE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -Initiate actions for early derogation re seed potatoes.
-Maintain pressure on Portuguese authorities to open market for Canadian dairy cattle breeding stock.

- Met with major importers and with local authorities.
- DG Livestock's authorization was given early in May. Market potential estimated at 5000-7000 head.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----