

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

259

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BRASILIA

Market: BRAZIL

Sector : AGRI & FOOD PRODUCTS & SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	900.00 \$M	800.00 \$M	1200.00 \$M	400.00 \$M
Canadian Exports	90.00 \$M	85.00 \$M	80.00 \$M	50.00 \$M
Canadian Share of Market	10.00 %	10.00 %	6.50 %	13.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries	Market Share
ARGENTINA	30.00 %
URUGUAY	15.00 %
UNITED STATES OF AMERICA	20.00 %
EUROPEAN COMMON MARKET C	15.00 %
COMECON	10.00 %

Current Status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. DAIRY/BEEF BREEDING STOCK
2. SEMEN AND EMBRYOS
3. GOATS AND SHEEP AND SWINE
4. POULTRY BREEDING STOCK
5. SEED POTATOES AND PULSES
6. SAUSAGES AND MEAT CASINGS
7. DAIRY PRODUCTS
8. FERTILIZER (POTASH)
9. FROZEN BEEF/PORK
10. AGRICULTURAL MACHINERY
11. FOOD PROCESSING EQUIPMENT