

REPT4D
89/12/05

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
001-AGRI & FOOD PRODUCTS & SERVICE
AUSTRALIA

80

POST :533-SYDNEY

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ANIMAL,POULTRY BREEDING STOCK

LIAISON W/AUSTLN QUARANTINE AUTH TO ACHIEVE RELAX OF REQ.
LOWER COSTS WILL LEAD TO MORE EMBRYOS BEING SHIPPED.

UPDATE AND EXPAND LISTS OF AUSTLN CENTRES & BREED SOC.
MATCH AT LEAST 3 CANADIAN SUPPLIERS TO LOCAL IMPORTERS.

ENCOURAGE AUSTRALIAN BUYER TO VISIT CAN TO SELECT ANIMALS
INCREASED SALES.

IDENTIFY LARGE INNOVATIVE STATION HOLDERS(RANCHERS)TO PROM. CANADIAN PARTICIPATION IN PUA BREEDING PROGRAMS.
DIVERSIFY NUMBER OF BREEDS WITH SALES POTENTIAL AND INCREASE

SEMI & PROCESSED FOOD & DRINK

CONTINUING STUDY OF MKT FOR PROCESSED FOOD PROD, FINE FOOD IDENTIFY NEW IMPORTERS.
ENCOURAGE MORE CANADIAN COMPANIES TO BE ACTIVE IN MARKET;

PRODUCE PROFILES ON SPECIALTY FOODS & CONF ITEMS FRO DISTRIB
INCREASE CDN MARKET SHARE BY 10%

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----