

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 :303-NAIROBI

001-AGRI & FOOD PRODUCTS & SERVICE
KENYA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

WORLD BANK-FINANCED ANIMAL HEALTH PROJECT WORTH APPROX. \$15M MAY PROVIDE OPPORTUNITIES FOR CDN CONSULTANTS WHO HAVE SUBMITTED BIDS.
DOWNSTREAM OPPORTUNITIES FOR CDN EQUIPMENT SUPPLIERS.

POSSIBLE CONSULTING SERVICES AND EQUIPMENT CONTRACTS.

DEPT SPONSORED VISIT OF PROMINENT KENYAN AGRICULTURAL CONSULTANT TO FARM PROGRESS SHOW, REGINA, 1987. MACHINERY AND EQUIPMENT SALES MAY RESULT. KEN INTEREST BY SEVERAL LOCAL PURCHASERS HAS BEEN GENERATED BY THE VISITOR.

AGRICULTURAL MACHINERY AND EQUIPMENT SALES POTENTIALLY WORTH SEVERAL MILLION DOLLARS OVER NEXT 2-3 YEARS.

INVESTIGATE OPPORTUNITIES FOR EXPORT OF CDN BOVINE SEMEN AND EMBRYO TRANSFER TECHNOLOGY IN LIGHT OF EMERGING DEMAND. ANALYSE DEMAND FOR BOVINE BREEDING STOCK AND REPORT ON MARKET.

SIGNIFICANT SALES OF BOVINE SEMEN, EMBRYO TRANSFER TECHNOLOGY AND BOVINE BREEDING STOCK.

INVESTIGATE OPPORTUNITY TO ESTABLISH J/V COMMERCIAL BOVINE AI STATION AND REPORT ON MARKET TO DEA, AG, ODA, DRIE, ETC.

SALES OF EQUIPMENT AND SERVICES.

(PROPOSED AGRICULTURE CANADA LIVESTOCK TECHNICAL MISSION EARLY /89 WILL SUPPORT ACTIVITIES 1 AND 2).

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT SEMEX & OTHERS TO EXPORT CDN BOVINE SEMEN & EMBRYO TRANSPLANT TECHNOLOGY. STIMULATE INTEREST OF KENYAN ORGANIZATIONS IN CDN AGRICULTURE/LIVESTOCK SHOWS & GENERATE INTEREST AMONGST CDNS IN NAIROBI INTL SHOW.

SUPPORT CONTINUED AS INDICATED. INTEREST GENERATED IN CDN DAIRY INDUSTRY VIDEO. TENTATIVE PLANS FOR T.V. SHOWING DEVELOPED.

QUARTER: 2 Promote sale of bovine embryo and semen to local dairy farmers.

Efforts resulting in positive interest and enquiries. Sales in next FY look promising. Cdn dairy promotional video cassette we circulated aroused new interest in cdn dairy cattle. Still working on T.V. showing.

QUARTER: 3 Promote sale of bovine embryo and semen to local dairy farmers.

Sectoral advertisements in local publications aroused some private sector interest in Cdn expertise.

QUARTER: 4 Promote Kenya familiarity with, and purchase of Canadian agricultural Technology, machinery, equipment and bovine semen.

Dissemination of information to numerous contact has elicited positive reaction with possible resultant sales, notably holstein semen. Department-sponsored attendance of chief executive of Kenya National Farmers union at WCFPS in Regina (June)