

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.

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

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

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

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

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.

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

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

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.

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

WORK WITH HUNGARIAN AUTHORITIES TO DEVELOP A DHAS FOR HUNGARY.

FOLLOW-ON SALES TO THIRD MARKETS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -PROMOTE MCGILL'S EFFORTS TO SELL DHAS IN HUNGARY.  
-SEMEX-MEZOHEGYES J. V.

-EMBASSY HAS REACTIVATED THIS ONCE STALLED PROJECT.  
-J. V. NEGOTIATIONS NOW NEARING COMPLETION.

QUARTER: 3 ENCOURAGE COMPLETION OF SEMEX-MEZOHEGYES J. V. NEGOTIATIONS. RESTART MCGILL DHAS PROJECT.

VERBAL AGREEMENT REACHED IN SEMEX-MEZOHEGYES J. V. GODOLLO UNIVERSITY AGREED TO PARTICIPATE IN DHAS J. V.

QUARTER: 4 -----