

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: SAO PAULO

Market: BRAZIL

Sector : AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Sub-Sector: ALL SUB-SECTORS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1200.00 \$M	800.00 \$M	900.00 \$M	1000.00 \$M
Canadian Exports	80.00 \$M	85.00 \$M	90.00 \$M	100.00 \$M
Canadian Share of Market	6.50 %	10.00 %	10.00 %	10.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	30.00 %
ARGENTINA	20.00 %
EUROPEAN COMMON MARKET C	15.00 %
URUGUAY	10.00 %
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. FERTILIZER (POTASH)
2. DAIRY AND BEEF BREEDING CATTLE
3. GENETIC MATERIAL
4. SWINE, SHEEP, HORSES AND GOATS
5. POULTRY AND HATCHING EGGS
6. SEED POTATOES
7. FOOD PROCESSING EQUIPMENT
8. AGRICULTURAL MACHINERY
9. DAIRY PRODUCTS
10. FROZEN BEEF/PORK