

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 87  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 639-LIMA

001-AGRI & FOOD PRODUCTS & SERVICE  
PERU

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONTARIO POULTRY SEMINAR

PRESENTATION TO MAJOR IMPORTERS HIGHLIGHTING CANADIAN PRODUCTS.

IMPROVE MARKET POTENTIAL FOR CANADIAN PURE BREED CATTLE BY  
SETTING UP INFORMATION SESSIONS BETWEEN CANADA FARMERS AND CATTLE  
BREEDERS.

CONDUCT MARKET SURVEY FOR AGRICULTURE EQUIPMENT TO IDENTIFY  
POTENTIAL MARKET FOR CANADIAN PRODUCTS.

INCREASE FAMILIARITY WITH CANADIAN POULTRY.

STIMULATE ADDITIONAL IMPORTS OF GREEN PEAS  
AND LENTILS.

ESTABLISH CANADA AS RELIABLE SUPPLIER OF  
PUREBRED CATTLE, SEMEN AND EMBRYOS.

SEND REPORT TO CANADIAN MANUFACTURERS TO  
STIMULATE THEIR INTEREST IN THIS GROWING  
MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A) PROMOTED PUREBRED CATTLE SALES TO NATIONAL  
HOLSTEIN ASSN AND INDIVIDUAL BUYERS & PROMOTED  
USE OF CANADIAN CATTLE JUDGES. B) FOLLOW UP ON  
CANADIAN DAIRY BOARD MISSION IN EFFORT TO OBTAIN  
MULTIYEAR CONTRACT AND SALES.

A) SOLD OVER 2000 HEADS IN FIRST HALF OF 1987  
VALUED AT APPROXIMATELY \$1 MILLION. B) SALES OF  
OVER \$4 MILLION ACHIEVED & PERUVIAN IMPORTING  
AUTHORITY READY TO SIGN UNPRECEDENTED MULTI-  
YEAR CONTRACT.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----