

REPORT 4  
88/10/21

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 : 644-MEXICO

001-AGRI & FOOD PRODUCTS & SERVICE  
MEXICO

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

FOLLOW UP WITH SWINE, DAIRY CATTLE AND OTHER ANIMAL BREEDERS WHO HAVE VISITED CANADA ON INCOMING MISSIONS.

PROVIDE ON-GOING ASSISTANCE TO PROVINCIAL GOVERNMENTS IN THEIR EXPORT MARKET DEVELOPMENT PROGRAMS.

ORGANIZE LIVESTOCK BUYERS MISSIONS TO CANADA AS APPROPRIATE FOR HOGS, DAIRY AND BEEF BREEDING ANIMALS.

DETERMINE FEASIBILITY OF INTRODUCING CANADIAN SHEEP BREEDING STOCK IN MEXICO.

SEEDS & SPECIAL CROPS

SUPPORT AGRICULTURE CANADA EFFORTS TO FINALIZE AND SIGN PROTOCOL FOR SEED POTATO PHYTOSANITARY CERTIFICATION.

CONTINUED PROMOTION OF SEED POTATO THROUGH LITERATURE DISTRIBUTION. SUPPORT POTATOES CANADA ANNUAL COURSES FOR OVERSEAS AGRICULTURE STUDENTS.

STUDY MARKET FOR CANADIAN VARIETIES OF ALFALFA SEED AND OTHER FORAGE SEEDS.

SALES TO NEW BUYERS: \$200,000 TO \$400,000.

IDENTIFY NEW POTENTIAL EXPORTERS.

EXPOSURE OF CANADIAN STOCK TO NEW MEXICAN BREEDERS/BUYERS. INCREASE ANNUAL SALES BY \$2 MILLION.

INCREASED ACCEPTANCE OF CANADA AS SOURCE OF HIGH QUALITY OVINE STOCK.

A SIGNED PROTOCOL WITH RESULTANT EASIER ENTRY OF CANADIAN SEED POTATOES, ETC.

ENHANCED CANADIAN IMAGE.

DECISION WHETHER TO PROCEED WITH PROMOTION OF CANADIAN FORAGE SEED SALES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FURTHER DEVELOP BILATERAL AGRICULTURAL RELATIONS.  
CONCLUDE BILATERAL SEED POTATO ACCORD.  
--ACCORD SIGNED DURING VISIT OF MIN. WISE--

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

ORGANIZED MEETING OF JOINT AGRIC. COMMISSION WHICH SUCCEEDED IN GREATLY REDUCING NUMBER OF BILAT. PROJECTS THEREBY ENHANCING PROBABILITY OF THEIR SUCCESSFUL COMPLETION.