

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 : 637-SAO PAULO

001-AGRI & FOOD PRODUCTS & SERVICE
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW UP TO INSTITUTIONAL PARTICIPATION IN EXPOINTER 86 AND CONSEQUENT BRAZILIAN FARMERS VISIT TO ROYAL WINTER FAIR IN TORONTO TO ENSURE CONTACTS ESTABLISHED RESULT IN ACTUAL AND PERMANENT CONNECTIONS.

MAINTAIN AND EXPAND CONTACTS BETWEEN PARTICIPANTS OF ONTARIO POULTRY SEMINAR AND BRAZILIAN POULTRY BREEDERS.

MONITOR OPPORTUNITIES RESULTING FROM FOOD COMMODITIES SHORTAGES AND REPORT TO HEADQUARTERS TO IDENTIFY POTENTIAL CND SUPPLIERS.

TECHNICAL SEMINARS IN COOPERATION WITH AGRICULTURE CANADA AND PROVINCIAL GOVERNMENTS TO CREATE EXPOSURE FOR CANADIAN BREEDING STOCK, SPECIAL CROPS, VETERINARY PRODUCTS, ETC.

FURTHER DEVELOP CONTACTS WITH BRAZILIAN TRADE ASSOCIATIONS AND SPECIALIZED INSTITUTES (ITAL, ABIA) WHO PLAY SIGNIFICANT ROLE IN SECTOR DEVELOPMENTS (E.G. BIOTECHNOLOGY) AND SELECTION OF COUNTRY OF ORIGIN FOR IMPORTS.

CONTINUE ONGOING CONTACTS WITH AGRICULTURAL MACHINERY ASSOCIATION WHOSE REPRESENTATIVE VISITED WESTERN FARM PROGRESS SHOW IN SASKATCHEWAN IN JUNE 86.

CONFIRM NEW REPRESENTATION AGREEMENTS AND SALES OF LIVESTOCK AND GENETIC MATERIAL.

SALE OF CANADIAN POULTRY/CHICKS AND INITIATION OF TECHNICAL COOPERATION IN POULTRY BREEDING.

POTENTIAL NEW SALES OF CHEESE, EGGS, MILK POWDER, MEAT.

EXPAND EXISTING SALES OF BREEDING STOCK AND INTRODUCE NEW VARIETIES AND COMMODITIES.

INCREASED SALES OF GENETIC MATERIAL, GOATS, SWINES AND POULTRY; SHEEP.

DEVELOP 2 OR 3 JOINT VENTURES IN MEDIUM TERM.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 FOLLOW-UP ON BEST PROSPECTS IDENTIFIED AT EXPOINTER '86 & DAIRY CATTLE SEMINAR OF MARCH '87. FOLLOW-UP ON BEST CONTACTS MADE AT FOOD PACIFIC '86. MAINTAIN CONTACTS WITH SPECIALIZED INSTITUTIONS

QUARTER: 2 A) ORGANIZATION & COORDINATION OF CDA OFFICIAL PARTICIPATION IN EXPOINTER '87; B) FOLLOW-UP ON CONCRETE RESULTS FROM POULTRY AND DAIRY CATTLE SEMINARS.

3 OFFICIALS PLANNING TO GO TO CDA TO LEARN ABOUT OUR CLASSIFICATION STANDARDS; STATE OF S. PAULO & PARANA AGRIC. SECT. INTERESTED IN COOPERATION AGREEMENT WITH CANADA. 2 CONCRETE OPPORTUNITIES BEING DEVELOPED. ITAL-FOOD TECHNOLOGY INSTITUTE/

A) LIVESTOCK & GENETIC MATERIAL ORDERS OF SALES INITIATED AT STAND OF US\$5.5M.; B) SHAVER POULTRY APPOINTED AGENT AND SOLD \$80,000 OF BABY CHICKS. SALES OF LIVE CATTLE & SEMEN IN AMOUNT OF OVER \$800,000 SINCE DAIRY CATTLE SEMINAR.