

REPT4D
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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:

INTRODUCE CDN VARIETIES OF ALFALFA & FORAGE SEEDS & GRASSES
ESTABLISH SOME TEST PLOTS IN QUERETARO, DURANGO, MICHOACAN

INVESTIGATE MARKET FOR CATTLE HIDES
MARKET REPORT

OUTGOING TECH. SEMINAR & COMM. SWINE MISSION TO MEXICO
POTENTIAL SALES 2/3 MILLION \$.

OUTGOING BEEF CATTLE (ALL BREEDS) MISSION TO MEXICO
POTENTIAL SALES BEEF/DAIRY CATTLE \$50 MILLION OVER 3 YEARS.

DEVELOP PROGRAM OF TECH. ASSIST. & COOP. W/STATE AGR.MINIST.
INCREASE KNOWLEDGE OF CDN CAPABILITY.

DEVELOP DIRECT CONTACTS/RELAT. W/SELECTED MEXICAN UNIVERS.
MARKET INFORMATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Seed potatoe mission to eastern Canada.
Conasupo Bean buyers to Canada.

Estimated potential orders for seed potatoes \$2 mn. Estimated potential (beans) \$2-5 mn annually. Long term contract with Ont. bean growers Fish sales \$500,000 to \$1,000,000 first yr. \$370,000 dairy cattle.

QUARTER: 3 Explorating mission for Cdn forage seeds, canola information booth at 2 livestock shows. Assistance on phyto sanitary issues, preparation for seed potatoe mission. Visit of Dairy Commission officials.

Contract- 40000 metric tons of powdered milk \$100 million USA; (TICC May 1988). Sale of 30 swine breeding stock aprox. \$30,000 USA. Test of selected Cdn forage seeds arranged, continued sales of canola meal seed/oil.

QUARTER: 4 -----