

REPORT 4
88/02/02

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

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POST : 644-MEXICO

001-AGRI & FOOD PRODUCTS & SERVICE
MEXICO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

CONTINUE CONTACTS WITH LIVESTOCK BUYERS + GOVERNMENT OFFICIALS.

IDENTIFY OPPORTUNITIES ENHANCE IMAGE.

CONTINUE EXPLAINING EDC FINANCING PROGRAMS TO THOSE POTENTIAL BUYERS REQUIRING IT.

ASSIST SALES

CONTINUE ASSISTING ALBERTA GOVERNMENT ON JALISCO PROJECTS

OBTAIN SALES OF ALBERTA CATTLE TO JALISCO

SEEDS & SPECIAL CROPS

CONTINUE CONTACTS WITH PHYTOSANITARY AUTHORITIES TO FACILITATE ENTRANCE OF OUR SEED POTATOES TO MEXICO

FACILITATE SALES

CONTINUE PROMOTION IE SENDING BOOKLETS IDENTIFYING CANDIDATES FOR MISSIONS AND COURSES ON POTATO TECHNOLOGY

ENHANCE OUR IMAGE/INCREASE SALES

KEEP IN CONTACT WITH PULSE DEALERS AND CONASUPO

IDENTIFY OPPORTUNITIES

IDENTIFY BEST COOPERATORS TO TEST ALFALFA VARIETIES GROWN IN CANADA FOR ADAPTABILITY TO MEXICO

FIND ALFALFA VARIETIES TO COMPETE IN LOCAL MARKET

CONDUCT PULSES MARKETING STUDY

IDENTIFY OPPORTUNITIES/CONSTRAINTS

MEATS & MEAT BY-PRODUCTS

CONTINUAL CONTACTS WITH MEAT RENDERING INDUSTRY

IDENTIFY OPPORTUNITIES

CONDUCT MINI STUDY ON THIS SUBSECTOR DURING 1987 AT LATEST

IDENTIFY MAJOR ACTORS, NEEDS, NEW OPPORTUNITIES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 DEVELOP CONTACTS WITH LIVESTOCK BUYERS, ASSESS ETC. PROMOTE FOOD PRODUCTS WITH CONASUPO. CONTINUE CONTACTS WITH MEXICAN AUTHORITIES TO FACILITATE ENTRY OF CDN SEED POTATOES.

NEGOTIATING 3-5,000 HEAD OF HOLSTEINS WITH ALTA ASSOC. ADVISED CDC ON OBTAINING 2 YEAR SMP CONTRACT ALMOST READY FOR SIGNATURE. ESTABLISHED PROCEDURE TO OBTAIN GOM ACCEPTANCE OF INTERNATIONAL DISEASE TOLERANCE & REGISTRATION OF SEED POTATOE

QUARTER: 2 DEVELOP CONTACTS WITH LIVESTOCK BUYERS. CONTINUE NEGOTIATIONS WITH MEXICAN AUTHORITIES TO FACILITATE ENTRY OF CANADIAN SEED POTATOES.

ORGANIZED HIGHLY SUCCESSFUL SWINE MISSION TO CANADA. MET WITH MEXICAN CATTLE BREEDERS AT NATIONAL ABERDEEN ANGUS SHOW IN ZACATECAS. REACHED AGREEMENT WITH MEXICAN AUTH. FOR PROTOCOL COVERING PHYTOSANITARY REQUIREMENTS.

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QUARTER: 4 -----