

POST : 406-LISBON

001-AGRI & FOOD PRODUCTS & SERVICE
PORTUGAL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

FOLLOW-UP RE 2 DAIRY CATTLE SEMINARS HELD IN OCT/86, ONE IN LISBON AND THE OTHER IN PORTO.

MAINTAIN AND EXPAND CONTACTS NETWORK.

ENCOURAGE CANADIAN EXPORTERS TO VISIT THE COUNTRY WHERE APPROPRIATE.

SUPPORT LOCAL REPRESENTATIVES OF CANADIAN EXPORTERS.

RE-ESTABLISH CANADIAN PRESENCE IN MARKET FOR LIVE CATTLE.

ENSURE THAT INTEREST EXPRESSED IN CANADIAN CATTLE WILL BE MAINTAINED OR INCREASED.

INCREASE NUMBER OF CANADIAN FIRMS ACTIVE IN PORTUGAL (CURRENTLY TWO), TO AT LEAST FIVE.

ENSURE THAT CANADIAN FIRMS WILL NOT MISS OPPORTUNITIES THAT EXIST OR WILL DEVELOP.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 SUPPORT LOCAL AGENTS RE LIVESTOCKS SALES. ENCOURAGE CDN LIVESTOCK EXPORTERS TO VISIT PORTUGAL.

QUARTER: 2 -FOLLOW-UP ON RESULTS OF PARTICIPATION AT SANTAREM FAIR.
-EVALUATE SEED POTATO IMPORT PROSPECTS FOR STRATEGY FORMULATION.

QUARTER: 3 CONTINUE SUPPORT FOR LOCAL REPS RE SEMEN & DAIRY CATTLE SALES. ENSURE CONTINUED ACCESS OF SEED POTATOES.

QUARTER: 4 -----

LOCAL AUTHORITIES MAINTAINED THEIR POSITIONS RESTRICTING IMPORTS OF CDN. DAIRY CATTLE. GIVEN ABOVE SITUATION, NO ACTIONS TAKEN.

-EXPANDED CONTACTS WITH SEMEN AND DAIRY CATTLE RANCHES.
-MET WITH MAJOR IMPORTERS AND CNPPA. ORGANIZED PROGRAM FOR AG. CANADA MISSION.

ASSISTED IN ORGANIZATION OF VISITS TO CDA OF LOCAL BUYERS. MAINTAINED PRESSURE ON LOCAL OFFICIALS TO SEEK DEROGATION.