

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 :643-CARACAS

001-AGRI & FOOD PRODUCTS & SERVICE
VENEZUELA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

DAIRY CATTLE MGT WORKSHOPS 2 PER YEAR

SCIENTISTS AND PATHOLOGISTS INTERCHANGES

MARKET EVALUATION OF SEED POTATO SALES OPPORTUNITIES IN ANDEAN REGION

PROMOTION AT TRIAL SITE

TECHNICAL COOPERATION ON PLOT WORK TO ENSURE APPROPRIATE RESULT.

ANTICIPATED RESULTS:

INCREASE MKT SHARE

IMPROVE UNDERSTANDING OF CDN HEALTH STATUS AND VERIFICATION TESTING PROCEDURES PRIOR TO EXPORT.

INCREASE TOTAL MARKET SHARE TO 90%.

MAINTENANCE OF MARKET SHARE

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 FARM VISITS AND SEMINARS TO PROMOTE CATTLE SALES

QUARTER: 2 Farm visits & vet. visits fm Cda to provide tech'l assistance to farmers using Cdn cattle. Participation at Maracaibo Agriculture Product Trade Fair with eight Canadian companies.

QUARTER: 3 Visit of G. Kittleson, EDC Ag Credit Programme. Briefing & visits to major Venz banks to give info on EDC Programme.

QUARTER: 4 Series of missions for pulses and Canola. Seminars were held to which were invited econs, farmers, potential agents, technicians.

QUARTERLY RESULTS REPORTED:

CONTINUED SALES SUCCESS.

Cdn cattle continue to maintain strong market share. Our tech assistance to farmers is much appreciated & earns increased sales. Excellent reception to our participation. Sales made at fair-swine, cattle, bees, goats and pulses.

EDC can now offer ag credits to match those of USA C.C.C. allowing Canadian firms to remain competitive in financing.

Major opportunity to demonstrate technical quality of Canadian pulses and canola to audiences ranging between 25 and 50 persons. Part of long term strategy to increase Canadian market share.