

REPORT 4  
88/10/21

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 : 646-GUATEMALA

001-AGRI & FOOD PRODUCTS & SERVICE  
GUATEMALA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PROMOTION OF SALES OF DAIRY & BEEF CATTLE.  
CONTINUED MARKETING EFFORTS FOR FURTHER INTRODUCTION OF SWINE STOCK TO GUATEMALA.

MAKE INITIAL SALES OF CATTLE.  
INITIAL SALES OF SWINE STOCK.

TRACKING: INVESTIGATE PROSPECTS FOR WHEAT SALES & OTHER GRAINS AS WELL AS EQPT. IN THE AGRICULTURE SECTOR.

IDENTIFICATION OF WHEAT MARKET AND COMPETITION. INCREASE AGRIC. EQUIPMENT SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 CONTINUED PROMOTIONAL EFFORTS TO INCREASE SWINE LIVESTOCK SALES TO GUATEMALA.

COORDINATING INCOMING TRIP WITH GUATEMALAN SWINE BREEDERS ASSOCIATION TO LEARN ABOUT CANADIAN CAPABILITIES AND PURCHASE OF BREEDING STOCK.

QUARTER: 2 ----- IDENTIFY FURTHER OPPORTUNITIES AND SUPPORT

QUARTER: 3 ----- OBTAIN FURTHER INFORMATION ON OTHER

QUARTER: 4 -----