

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

page 30

POST : 423-BONN

001-AGRI & FOOD PRODUCTS & SERVICE
GERMANY WEST

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FEED, FERTILIZER & VET PRODUCTS

INCREASE AWARENESS OF CANADIAN BEEF AND DAIRY CATTLE BY DISTRIBUTION OF NEW PR MATERIAL TO GERMAN BREEDERS.

DAIRY TECHNOLOGY EXCHANGE BETWEEN CANADIAN AND GERMAN DAIRIES IN THE FRESH MILK PRODUCTS SECTOR.

INCREASE AWARENESS OF GERMAN ELECTRONIC STATE OF THE ART HERDBOOK MANAGEMENT SYSTEMS IN CANADA.

PROVIDE INPUT FOR ASSESSMENT OF COOPERATION POTENTIAL BETWEEN CANADA AND FRG IN FOOD PROCESSING TECHNOLOGY, ESP. MEAT AND DAIRY SECTOR.

MORE SEMEN AND LIVESTOCK SALES.

NEW PRODUCTS/TECHNOLOGIES FOR CANADIAN DAIRIES AND CONSUMERS.

PRODUCTIVITY INCREASE, COST SAVINGS IN CANADA, IMPROVEMENT OF INTL COMPETITIVENESS OF CDN INDUSTRY SECTOR.

CHANGE FROM COMMODITY TO TECHNOLOGY TRANSFER WITH RESULTS AS 7-8. 1

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 (A) TRANSFER OF AGRIC ACTIVITIES TO CONGEN DUSSELDORF (PHASE IN) (B) CDN NATIVE PARTICIPATION IN 1987 FRANKFURT FUR SHOW. (C) BC FRUIT & VEGETABLE PROCESSING MISSION TO INTERPACK '87 (D) MANITOBA HOG MKTG BOARD VISIT TO GERMANY.

QUARTER: 2 A) SEED POTATOES: OBTAIN GERMAN GOVT SUPPORT FOR EC REGULATIONS THAT WOULD ALLOW ACCESS FOR CDN SEED POTATOES TO EC. B) CONTINUED POLICY LIAISON WITH REPS OF EMBASSIES FROM CAIRNS GROUP COUNTRIES.

QUARTER: 2 C) TRANSFER OF ANIMAL PRODUCTS MARKET TO DUSSELDORF AS RESULT OF PRIME POST REALLOCATION. C) PREPARED BRIEFING AND ACCOMPANIED AMBASSADOR ON CALL ON MIN OF AGRICULTURE.

QUARTER: 3 -----

QUARTER: 4 -----

(A) PHASE IN PERIOD WILL TAKE TIME AND LEAVE MAIN REGULATORY & POLICY MATTERS IN BONN (B) DISCUSSION OF ANTI TRAPPING PR ACTIVITIES & CONTRACTING MEASURES. (C) INTRODUCTION TO GERMAN PACKAGING, PROCESSING & DISTRIBUTION SECTORS.

GERMAN GOVT MISSION TO CDA BY PLANT SCIENTISTS & EXPERTS HAS LED TO POSITIVE EVALUATION & APPROVAL BY GERMAN GOVT. CALL ON GERMAN MIN OF AG HAS CONFIRMED. B) CDN POSITIONS ON AG TRADE POLICY ISSUES FURTHERED BY LIAISON WITH CAIRNS REPS

C) TRANSITION PERIOD UNDER WAY AND PHASE-IN HALF COMPLETED. D) CALL ON MINISTER OF AGRICULTURE, AND LIAISON WITH GERMAN ACADEMIC COMMUNITY.