REPORT 4 88/10/21

## QUARTERLY PROCRESS 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 : 631-BUENOS AIRES

001-AGRI & FOOD PRODUCTS & SERVICE URUGUAY

PLANNING:

CIDA FUNDED STUDY FOR IRRIGATION PROJECT IN RELATION TO POTATO

ACTIVITIES PROPOSED IN POST PLAN:

CULTIVATION, INCLUDING DEMONSTRATION IN SITU OF CON TECHNOLOGY IN THIS AREA.

CIDA FUNDED STUDY FOR POTATO STORAGE TECHNOLOGY AND WHICH COULD BE THE BEGINNING OF AN INDUSTRIALIZATION PLAN FOR THE POTATO INDUSTRY. ANTICIPATED RESULTS:

KEEP OUR PRESENT HIGH MARKET SHARE.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 TO INITIATE CIDA FUNDED STUDY FOR IRRIGATION PROJECT IN RELATION TO POTATO CULTIVATION

QUARTER: 1 TO INITIATE CIDA FUNDED STUDY FOR POTATO STORAGE FACILITIES AS A BEGINNING OF AN INDUSTRIALIZA-TION FOR THE POTATO INDUSTRY.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

CIDA FUNDING HAS BEEN APPROVED AND PROJECT INITIATED. WILL HELP KEEP OUR PRESENT HIGH MARKET SHARE & SHOULD LEAD TO SALES OF CDN IRRI-GATION EQUIPMENT.

CIDA FUNDING HAS BEEN APPROVED AND PROJECT INITIATED. WILL HELP KEEP OUR PRESENT HIGH MARKET SHARE AND SHOULD LEAD TO SALES OF CDN SERVICES AND EQUIPMENT.

SUATTERLY RESULTS REPORTED:

A)TO IDENTIFY NEEDS & MARKETING CHANNELS B)TO INCREASE NUMBER OF CON COVE IN MARKET AND NUMBER OF WEPS.

OF REPRESENTATIONS.

ANTICIPATED REGULTS

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ALARTERLY PROPRESS NEFORT OF EXPORT FROMUTION PROFILM AT HIGSIONS ABHOAD FOR FIREAL YEAR BO RECART OF MEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S AMAUAL PLA