

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

POST : 639-LIMA

001-AGRI & FOOD PRODUCTS & SERVICE
PERU

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONTARIO POULTRY SEMINAR

INCREASE FAMILIARITY WITH CANADIAN POULTRY.

PRESENTATION TO MAJOR IMPORTERS HIGHLIGHTING CANADIAN PRODUCTS.

STIMULATE ADDITIONAL IMPORTS OF GREEN PEAS AND LENTILS.

IMPROVE MARKET POTENTIAL FOR CANADIAN PURE BREED CATTLE BY SETTING UP INFORMATION SESSIONS BETWEEN CANADA FARMERS AND CATTLE BREEDERS.

ESTABLISH CANADA AS RELIABLE SUPPLIER OF PUREBRED CATTLE, SEMEN AND EMBRYOS.

CONDUCT MARKET SURVEY FOR AGRICULTURE EQUIPMENT TO IDENTIFY POTENTIAL MARKET FOR CANADIAN PRODUCTS.

SEND REPORT TO CANADIAN MANUFACTURERS TO STIMULATE THEIR INTEREST IN THIS GROWING MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROMOTED PUREBRED CATTLE SALES TO NATIONAL HOLSTEIN ASSN & INDIVIDUAL BUYERS & PROMOTED USE OF CDN CATTLE JUDGES. FOLLOW-UP ON CDN DAIRY BOARD MISSION IN EFFORT TO OBTAIN MULTIYEAR CONTRACT AND SALES.

SOLD OVER 2000 HEADS IN FIRST HALF OF 1987 VALUED AT APPROXIMATELY \$1 MILLION, SALES OF OVER \$4 MILLION ACHIEVED & PERUVIAN IMPORTING AUTHORITY READY TO SIGN UNPRECEDENTED MULTI YEAR CONTRACT.

QUARTER: 2 A) ATTEND FIA 87. COORDINATE VISIT OF K. MCFARLANE FM PRODUCTS DIV, FISH AND FOOD PRODS, EA. B) CONTINUE PROMOTING DAIRY PRODUCT SALES ON BEHALF OF CANADIAN DAIRY COMMISSION.

A) DISCUSSED CATTLE MKT WITH PROMINENT CATTLE BREEDERS OF AREQUIPA, CUZCO & TACNA RGNS. SALES OF \$500,000 APPROX OF DAIRY CATTLE. B) THEY HAVE NOW REC'D ORDERS FOR 14,000 MT OF MILK POWDER FOR 87 YR WTH FURTHER SALES LTD BY REDUCED OFFERING

QUARTER: 3 -COORDINATED VISIT OF CDN HOLSTEIN JUDGES FOR FAIRS IN LIMA AND AREQUIPA. -CONTINUED PROMOTING LIVESTOCK SALES.

-VISIT OF JUDGES HELPED TO ESTABLISH CDA AS MAIN SUPPLIER OF DAIRY CATTLE. -PLANNING ONTARIO LIVESTOCK MISSION FOR JAN 88.

QUARTER: 4 COORDINATED VISIT OF ONTARIO LIVESTOCK MISSION IN PERU AND CO ACCOMPANIED MISSION TO BOLIVIA. B) CONTINUED SUPPORTING CANADIAN DAIRY COMMISSION'S AGENT SALES EFFORTS.

A) POTENTIAL SALE OF 1000 COWS TO PERU AND 200 COWS TO BOLIVIA. B) SALE OF \$20,000 OF DAIRY PRODUCTS: WHOLE AND SKIM MILK POWDER.