

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 :406-LISBON

001-AGRI & FOOD PRODUCTS & SERVICE
PORTUGAL

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

RESEARCH POULTRY MARKET.

REGAIN MARKET SHARE WHICH HAS DECLINED SINCE 1983.

ORGANIZATION/PARTICIPATION IN CONFERENCES/LECTURES ON AGRICULTURE

INCREASED AWARENESS OF CANADIAN CAPABILITIES.

MEETINGS WITH POTENTIAL SEMEN CUSTOMERS IN CENTRAL PORTUGAL.

INFORMATION ON DEVELOPMENT PLANS; INCREASED EXPORTS BY 30%.

CARRY OUT FURTHER DISCUSSIONS WITH KEY GOVERNMENT OFFICIALS PRESSING THEM TO OBTAIN NECESSARY DEROGATION.

ENSURE CONTINUED IMPORTS FROM CANADA.

TO EXPAND IMPORT CONTACTS.

INCREASED PRESSURE ON GOVERNMENT TO APPLY FOR DEROGATION.

CONTINUE SUPPORT FOR BOTH CANADIAN EXPORTERS AND LOCAL IMPORTERS.

MAINTAIN CANADA'S POSITION AS IMPORTANT SOURCE OF SEED POTATOES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ENSURE SUITABLE DEVELOPMENT OF ALFALFA SALES.
ENSURE CONTINUED ACCESS OF CANADIAN SEED POTATOES.

ORDERS PLACED ON CANADIAN EXPORTERS. PROMOTION CONTINUING. -MET TWICE WITH SENIOR OFFICIALS TO PRESS FOR EARLY PRESENTATION OF DEROGATION REQUEST. ORGANIZED VISIT OF AGCDA EXPERTS.

QUARTER: 2 Continue support for alfalfa mktg. Continue to seek early deroga'n for seed potato imports. Begin organiza'n of AgCda Oct. workshop program. Assist Canadair and its reps in closing sale of CL-215.

Pace of local sales sustained. New orders contemplated. Sr. officials await importer requests. Holiday period slowed down the process, but still on target. In spite of minister'l approval, final decision still pending.

QUARTER: 3 -Maintain pressure on local authorities re seed potato derogation.
-Participate in AgCda workshop program.

-Authorities obtained derogation.
-Successful implementation.

QUARTER: 4 Maintain contact with authorities and buyers re seed potato imports
Press new DG Livestock to reopen market for Canadian dairy cattle breeding stock.

Procedure which post developed to expedite CNPPA approval of imports worked well.
New DG Livestock will study matter and may issue new guidelines.