

REPORT 4
89/10/10

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

40

POST :646-GUATEMALA

001-AGRI & FOOD PRODUCTS & SERVICE
GUATEMALA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PROMOTION OF SALES OF DAIRY & BEEF CATTLE.

MAKE INITIAL SALES OF CATTLE.

CONTINUED MARKETING EFFORTS FOR FURTHER INTRODUCTION OF SWINE STOCK TO GUATEMALA.

INITIAL SALES OF SWINE STOCK.

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 -----

QUARTER: 3 -----

QUARTER: 4 -----