

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 : 635-BRASILIA

001-AGRI & FOOD PRODUCTS & SERVICE
BRAZIL

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

ONGOING EFFORTS TO ESTABLISH MEDIUM-TERM (3 YEAR) PROGRAM OF INCOMING BUYERS WITH BAHIA GOAT ASSOCIATION.

YEARLY INCREASE IN LIVE ANIMALS & GENETIC MATERIAL EXPORTS. ESTABLISH BRAZIL AS PRIMARY AND LONG TERM MARKET FOR CANADIANS GOAT BREEDERS.

MARKETING TRIP THROUGH TERRITORY TO CAPITALIZE ON CURRENT AND SHORT-TERM OPPORTUNITIES IN FOOD PRODUCT SALES.

INCREASED SALES OF CHEESE, MEAT, EGGS AND OTHER FOOD PRODUCTS.

MARKETING TRIP TO STATE LIVESTOCK ASSOCIATIONS LOCATED IN TERRITORY.

INCREASED SALES OF DAIRY CATTLE, GENETIC MATERIAL AND (SUPPLY PERMITTING) GOATS.

SEMINARS SPONSORED BY AGRICULTURE CANADA RE DAIRY CATTLE, ARTIFICIAL INSEMINATION AND EMBRYO TRANSFER.

INCREASE AWARENESS OF CDN DAIRY CATTLE STANDARDS & INCREASE SALES OF LIVE ANIMALS AND GENETIC MATERIALS.

CLOSELY MONITOR DOMESTIC FOOD SUPPLY SITUATION TO IDENTIFY SHORT-TERM EXPORT OPPORTUNITIES (BEER, MEAT, CHEESE, MILK).

SPOT SALES OF CHEESE, MILK, MEAT, BEER. IMPROVE LINKS BETWEEN CANADA AND BRAZILIAN TRADING COMPANIES.

COORDINATE WITH AGRICULTURE CANADA A TRAINING PROGRAM IN CANADA FOR OFFICIALS OF MINISTRY OF AGRICULTURE.

ENDORSEMENT OF CDN DAIRY CATTLE & ARTIFICIAL INSEMINATION STANDARDS LEADING TO INCREASED SALES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATION AT II ANNUAL GOIANIA INTL FAIRS FOLLOW-UP OF DAIRY CATTLE SEMINAR HELD IN FIRST QUARTER. AG. SUBCOMMITTEE MEETING AT JEC. CLOSE MONITORING OF BRAZILIAN WHEAT SUBSIDIES ISSUE.

DUE TO PARTICIPATION AT GOIANIA FAIR AND FOLLOW-UP TO DAIRY CATTLE SEMINARS, SALES & SALES PROSPECTS FOR CATTLE & SEMEN HAVE INCREASED SIGNIFICANTLY. SOMEX CDA QUOTE FOR SEMEN IMPORTS INCREASED FROM \$40,000 TO \$1.0 MILLION /

QUARTER: 2 PREPARE VISIT TO CDA OF BRAZILIAN MINISTRY OF AG ASSIST DESY INT'L IN OBTAINING IMPORT LICENCES FROM CACEX; REVIEW SALES PROSPECTS FOR CDN WHEAT

MINISTERS VISIT WAS A SUCCESS PROVIDED INDIRECT EXPOSURE TO CDN CAPABILITIES (WHEAT, CATTLE, STORAGE FACILITIES); LICENCES OBTAINED CATTLE TO ARRIVE SHORTLY; COMPLETED IN DEPTH ANALYSIS OF PROSPECTS FOR CDN WHEAT SALE UNCOVERED PROBLEM;

QUARTER: 3 CONT. TO MONITOR DEVELOPMENTS IN BRAZILIAN WHEAT PRODUCTION & IMPORT AGREEMENTS WITH VIEW TO SAFEGUARDING & INCREASING CDA'S POSITION IN LONG TERM. SUPPORT NEW MARKETING THRUST OF YAKULT/SEMEX IN CENTRE-WEST & NORTHEAST.

MET WITH PRES. OF BRAZILIAN WHEAT BOARD & A NO. OF KEY OBSERVERS OF WHEAT MARKET. ASCERTAINED & INFORMED OTTAWA & CWB OF REAL & SERIOUS THREAT TO OUR MARKET SHARE. SEV. NEW CONTACTS MADE IN GOIAS, MINAS GERAIS & NORTHEAST STATES.