

REPT4D
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :646-GUATEMALA

001-AGRI & FOOD PRODUCTS & SERVICE
GUATEMALA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

AGRICULTURE MACH,EQUIP,TOOLS

QUOTATION AND SALE OF 25 HEAD OF LANDRACE SWINE STOCK
PROMOTION OF FOLLOW-UP TO COMPLETE SALE.

FURTHER PROMOTION OF BOVINE AND PORCINE LIVESTOCK
INCREASED SALES OF CANADIAN STOCK

MARKETING EFFORT IN SALES OF SMALL AGRICULTURAL EQUIPMENT
INTRODUCTION OF NEW PRODUCTS TO THE GUATEMALAN MARKETPLACE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 As part of our annual work program activities to
promote sales of swine and cattle to Guatemala.

QUARTER: 2 To continue our promotion activities in the
swine and cattle sectors.

QUARTER: 3 To continue our efforts in promoting cattle,
semen and equipment in this sector.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Coordinated incoming Mission for 3 Guatemalans
to the Ontario Swine Congress. Possibilities of
sales are excellent. Also awaiting Canadian par-
ticipation in the Guatemalan Jersey Cattle Show
to be held in July.

1)Coord. visit of inc. swine miss. fm Guatemala.
As ind. reps we expect an increased part'n by
other breeders to look at Cda as a supply
source. 2)Org. visit by Hays Farms rep. & Cdn
cattle Judge to Gtmlan Jersey Cattle Show.

Called on cattle association and had a presence
in Guatemala's national cattle fair in November
with a view to increasing Canadian involvement.