

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 : 532-MELBOURNE

001-AGRI & FOOD PRODUCTS & SERVICE
AUSTRALIA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

IMPROVE MARKET PROSPECTS FOR CANADIAN BOVINE SEMEN AND EMBRYOS BY SATURATING AUST BREEDERS WITH SOURCING AND PROGENY INFO ON CDN STOCK.

AGRICULTURE MACH, EQUIP, TOOLS

REVIEW WITH DEALERS POSSIBILITY OF ARRANGING FINANCING THROUGH EDC, NOTE PURCHASE OF EDA.

FOLLOW UP POSSIBLE JOINT VENTURE/LICENSING ARRANGEMENTS. DISCUSS CDN INTEREST IN J.V. WITH AUST. FIRMS AND IDENTIFY BEST MATCHING.

UNDERTAKE A SOURCING INVENTORY OF CDN CAPABILITY TO SUPPLY FERTILIZER INGREDIENTS AND PROVIDE INFORMATION TO AUSTRALIAN FERTILIZER MANUFACTURERS/AGENCIES AND DISTRIBUTORS.

ANTICIPATED RESULTS:

DRAMATICALLY INCREASE EXPORTS OF SEMEN AND EMBRYOS.

IMPROVED CANADIAN MARKET SHARE AND ENHANCED DEALER VIABILITY.

MAINTAIN CDN SHARE OF AG EQUIP MARKET IN LIGHT OF POSSIBLE DECREASE IN IMPORTED EQUIPMENT.

ENSURE MAJOR AUSTRALIAN PURCHASERS ARE AWARE OF PRODUCTS AVAILABLE FROM CANADA AND INCREASE EXPORTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 ORGANIZED PARTICIPATION IN AGRICULTURAL MACHINERY FIELD DAYS IN DOWERIN, WESTERN AUSTRALIA, AUGUST 26-27 1987.

QUARTER: 2 ORGANIZED PARTICIPATION IN YORKE PENINSULA AGRICULTURAL MACHINERY FIELD DAYS IN PASKERVILLE, SOUTH AUSTRALIA, SEPTEMBER 29-OCTOBER 1ST.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

DUE TO CURRENT ECONOMIC AND CLIMATIC CONDITIONS IN WESTERN AUSTRALIA DOWERIN ONLY ATTRACTED FOUR EXHIBITORS ON CANADIAN STAND. SHORT-TERM SALES PROSPECTS ARE PESSIMISTIC.

RECORD ATTENDANCE. EIGHT CANADIAN FIRMS REPRESENTED ON THE STAND. SALES PROSPECTS ENCOURAGING - SEVERAL NEW DEALERS APPOINTED.