

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 :637-SAO PAULO

001-AGRI & FOOD PRODUCTS & SERVICE
BRAZIL

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP TO OFFICIAL PART. IN EXPOINTER '88 AND EXPOTIBA 88
SALES OF LIVESTOCK AND SEMEN UP TO 3 TO 4 MILLION.

MAINTAIN/EXPAND CONTACTS W/SWINE, HORSES, POULTRY, SHEEP & GOAT
FIRM UP NEW REP. AGREEMENTS AND SALES OF LIVESTOCK.

MONITOR & REPORT ON VARIOUS MKT ACCESS ISSUES AFF. CDN EXPOR
ENSURE EQUAL ACCESS TO CANADIAN SUPPLIERS.

PURSUe ELABORATION OF A COOP. AGREEM. IN AGRIC. WITH STATE
INCREASED SALES OF GENETIC MTL FOR DAIRY CATTLE AS WELL AS

ARRANGE CDN PARTI. AT CATTLE BREEDING CONV. IN PARANA, MAY89
EXPAND MARKET SHARE OF A.I. MT.. AND LIVE ANIMALS.

DEV. OF CONTACTS W/AG. SECRETARIATS OF SOUTHERN STATES
EXPECTED SALES OPPORTUNITIES FOR CANADIAN LIVESTOCK, A.I.

SWINE, BOVINE, SHEEP AND GOATS.

MATERIAL AND FOOD PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Organize technical seminars in coop. with
Extott and Agricott on beef breeding stock.
- Assist CDN companies in introducing CDN
varieties.

QUARTER: 2 - Participation in EXPOINTER '89.
- Organized Charolais mission to Canada.
- Initiate organization of EXPOTIBA '89.
- Initiate organization of Holstein Fair.
- Organization of CDN Pulp/Paper Assoc. visit.

QUARTER: 3 .Partic in Brzln Natl Holstein Show.
.Participation in Expotiba 89.
.Participation in Western portion of Marketp'89.
.CO tour in Canada.

QUARTER: 4 -----

- Seminars set up for SPalo, Campo Grande and
Porto Alegre.
- McDonalds (Brazil) importing first CDN seeds
on commercial basis.

-10 CDN breeders participated in fair.
-5 Charolais breeders from Parana to Canada.
-Coordinated with authorities of Parana state.
-Coordinated with Brazilian Holstein Association
-Coordinated with Brazilian Pulp & Paper Assoc.

.Candel of 19 liv exp attended event.
.Candel of 15 liv exp attended event approx
Cdn\$ 6,2 million were transacted.
.68 business interviews & meetings held cdn exp.
.20 business interviews & meetings held cdn exp.