

POST : 410-PARIS

001-AGRI & FOOD PRODUCTS & SERVICE  
FRANCE

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	IDENTIFICATION OF POTENTIAL CANADIAN EXPORTERS WHO COULD MEET NEEDS (DEMAND) ALREADY IDENTIFIED BY THE EMBASSY.	BETTER RESPONSE TO GROWING DEMAND.
SEEDS & SPECIAL CROPS	MARKET STUDIES (TO BE DONE) FOR PRODUCTS IN THIS SUB-SECTOR.	GREATER FAMILIARITY WITH MARKET CHARACTERISTICS.
	INFORMATION/AWARENESS CAMPAIGN AMONG BUYERS, USERS OR CONSUMERS.	DIRECT THE DEMAND TOWARD CANADIAN PRODUCTS.
MEATS & MEAT BY-PRODUCTS	FRENCH APPROVAL OF CANADIAN PROCESSING PLANTS.	INCREASE NUMBER OF POTENTIAL SUPPLIERS.
	PRESENT CANADIAN PROCESSED MEAT PRODUCTS TO BUYERS FOR BIG CENTRAL DISTRIBUTORS.	SIGNIFICANT GROWTH IN SALES.
SEMI & PROCESSED FOOD & DRINK	IDENTIFICATION OF CANADIAN EXPORTERS AND POTENTIAL FRENCH IMPORTERS. COMPUTERIZATION OF DATA.	BETTER COORDINATION BETWEEN SUPPLY AND DEMAND
	ORGANIZATION OF TWO WEEK VISIT WITH A LARGE STORE.	INTRODUCE NEW PRODUCTS.
	PRESENTATION OF CANADIAN PRODUCTS TO BUYERS IN LARGE DISTRIBUTION CHAINS.	INTRODUCE NEW PRODUCTS AND INCREASE SALES.

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TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-SUIVI AU S. I. A. -PREPARATION OFFENSIVE COMMERCIALE DES PRODUITS DE LA MER. -ETUDE SUR COMMERCIALISATION DU HOMARD. -MARCHE DU SAUMON.	-IMPORTANTES RETOMBEES ET RAPPORTS A OTTAWA -PREVUE POUR OCTOBRE 87 - "MOIS DE LA MER" -REMISE -ETUDE ENTREPRISE.
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	