

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 : 610-SAN FRANCISCO

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

DENVER SOLO FOOD (RETAIL/INSTITUTIONAL & FOOD SERVICE) SHOW FOR
BROKER REPRESENTATION 1989.

KEEP ABREAST OF SPECIALTY FOOD AND BEVERAGE TASTE TRENDS TO SOURCE
CANADIAN SUPPLIERS.

ANTICIPATED RESULTS:

3 NEW AGENCY REPRESENTATION AGREEMENTS.

4 SPECIALITY FOOD/BEVERAGE MANUFACTURERS
INITIATE EXPORT TO POST TERRITORY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 EXPLORATORY MEAT EXPORT VISIT FM ALTA GOVT.

QUARTER: 2 -----

QUARTER: 3 MAKE CONTRACT WITH MANAGEMENT OF THREE MAJOR
FOOD SHOWS IN TERRITORY TO RESERVE SPACE FOR
POTENTIAL CDN EXHIBITORS.

QUARTER: 4 WORK WITH COS REQUESTING ASSISTANCE IN FINDING
REPRESENTATION. LINE UP SPACE AT WESTERN
RESTAURANT CONVENTION & EXPOSITION.

QUARTERLY RESULTS REPORTED:

INITIAL CONTACTS MADE WITH MEAT PROCESSORS,
WHOLESALE AND RETAILERS.

PRIME SPACE ON RESERVE AT 2 OF 3 SHOWS (WHICH
OCCUR IN SFRA ALTERNATE YRS-WE HAVE ESTABLISHED
PRIORITY). SHOW MANAGEMENT FOR NATIONAL SHOW, HERE
IN 88, WILL CONTACT ME WHEN FURTHER INFO AVAIL-
ABLE.

ARRANGED TRADE CONTACTS FOR SEVERAL FOOD MANU-
FACTURERS VISITING TERRITORY WITH TRADE SHOWS OR
INDEPENDENTLY. RESERVED 4 - 20'X10' AISLE SPACES
FOR CDN PARTICIPANTS AT WESTERN RESTAURANT SHOW
IN MAY '88.