

POST : 410-PARIS

001-AGRI & FOOD PRODUCTS & SERVICE  
FRANCE

PLANNING:           ACTIVITIES PROPOSED IN POST PLAN:

IDENTIFICATION OF POTENTIAL CANADIAN EXPORTERS WHO COULD MEET NEEDS(DEMAND) ALREADY IDENTIFIED BY THE EMBASSY.

SEEDS & SPECIAL CROPS  
MARKET STUDIES (TO BE DONE) FOR PRODUCTS IN THIS SUB-SECTOR.  
INFORMATION/AWARENESS CAMPAIGN AMONG BUYERS, USERS OR CONSUMERS.

MEATS & MEAT BY-PRODUCTS  
FRENCH APPROVAL OF CANADIAN PROCESSING PLANTS.  
PRESENT CANADIAN PROCESSED MEAT PRODUCTS TO BUYERS FOR BIG CENTRAL DISTRIBUTORS.

SEMI & PROCESSED FOOD & DRINK  
IDENTIFICATION OF CANADIAN EXPORTERS AND POTENTIAL FRENCH IMPORTERS. COMPUTERIZATION OF DATA.  
ORGANIZATION OF TWO WEEK VISIT WITH A LARGE STORE.  
PRESENTATION OF CANADIAN PRODUCTS TO BUYERS IN LARGE DISTRIBUTION CHAINS.

ANTICIPATED RESULTS:

BETTER RESPONSE TO GROWING DEMAND.

GREATER FAMILIARITY WITH MARKET CHARACTERISTICS.  
DIRECT THE DEMAND TOWARD CANADIAN PRODUCTS.

INCREASE NUMBER OF POTENTIAL SUPPLIERS.  
SIGNIFICANT GROWTH IN SALES.

BETTER COORDINATION BETWEEN SUPPLY AND DEMAND

INTRODUCE NEW PRODUCTS.  
INTRODUCE NEW PRODUCTS AND INCREASE SALES.

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 SUIVI AU S. I. A. PREPARATION OFFENSIVE COMMERCIALE DES PRODUITS DE LA MER. ETUDE SUR COMMERCIALISATION DU HOMARD MARCHE DU SUMON

QUARTER: 2 -----

QUARTER: 3 ACCES AU MARCHE FRANCAIS.

QUARTER: 4 SOUS-SECTEUR - ALIMENTS ET BOISSONS: PRESENTATION DES PRODUITS CDNS AUX ACHETEURS DES GRANDES CHAINES DE DISTRIBUTION ET AUTRES.

QUARTERLY RESULTS REPORTED:

IMPORTANTES RETOMBES ET RAPPORTS A OTTAWA. PRVUE POUR OCTOBRE 87 - "MOIS DE LA MER" REMISE - ETUDE ENTREPRISE.

INTERVENTION POUR OBTENIR AGREMENTS D'USINE DE TRANSFORMATION DE VIANDE.

SUIVI DES INSCRIPTIONS A NOTRE BANQUE DE DONNEES SUR EXP/IMP. - CONTACTS AVEC MAGASIN DE L'UNESCO A PARIS. - DEUX SOCIETES FRANCAISES INTERESSEES DANS QUINZAIN DE PROMOTION.