

REPT4D
90/04/05

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 :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

IN-STORE FOOD PROMOTION
INCREASED EXPOSURE FOR CANADIAN PRODUCTS AND INTRODUCTION OF

NEW PRODUCTS.

NEW YORK STATE RESTAURANT SHOW
INCREASED EXPOSURE FOR CANADIAN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

- QUARTER: 2 1. Buffalo Solo Food Show, September 21, 1989.
- 2. Premier Food & Wine Promotion, July 1-5/89.
- 3. Hosted P.R.O.F.I.T. mission (Ontario) September 27-18, 1989.

- 1.45 companies participated in show, were new exhibitors.
- 2. Friendship Festival promotion resulting in Premier carrying six new wines, 14 new food prod
- 3. Educational/marketing-assistance, 16 companies

- QUARTER: 3 1. New York State Restaurant Show - Rochester October 16-19, 1989

- 1. 17 Canadian companies exhibited, over 300 firm leads obtained. Estimated annual sales of \$1.5 million.

QUARTER: 4 -----