

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 : 605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

MEETING WITH LOCAL FOOD BROKERS AND DISTRIBUTORS TO DETERMINE MARKET NICHES FOR CANADIAN PRODUCTS.

DEVELOPMENT OF POST INITIATED FOOD SHOW, SIMILAR TO BUFFALO PROGRAM, FEATURING 30 CANADIAN FOOD PRODUCTS MANUFACTURERS.

DEVELOPMENT OF "CANADA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

SEVERAL NEW CANADIAN FIRMS ENTERING THE MARKET.

EXPOSURE OF NEW PRODUCTS TO AGENTS, WHOLESALERS, DISTRIBUTORS, FOOD STORE PURCHASING PERSONNEL IN TERRITORY.

STRENGTHENED PUBLIC AWARENESS OF WIDE VARIETY OF CANADIAN FOODSTUFFS ALREADY AVAILABLE TO THEM.

AGRICULTURE MACH, EQUIP, TOOLS

PARTICIPATION IN BOTH THE MICHIGAN EQUIPMENT DEALERS ASSN. ANNUAL CONVENTION/TRADE SHOW AND THE INDIANA IMPLEMENT DEALERS ASSN. ANNUAL CONVENTION/III-IN. FARM IMPLEMENT SHOW.

TARGET A GROUP OF APPROX. 6 MAJOR DEALERS FROM MICHIGAN & INDIANA FOR PARTICIPATION IN A MISSION TO SOUTHWESTERN ONTARIO FOR ONE-ON-ONE MEETINGS WITH CANADIAN SUPPLIERS.

MEET WITH DEALERS AND ENCOURAGE INTEREST IN CONSIDERING CANADIAN PRODUCT LINES.

CONSIDERATION OF NEW CANADIAN SHORT LINE EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MEETING WITH FOOD BROKERS, DISTRIBUTORS AND GROCERY CHAINS TO DETERMINE MARKET NICHES FOR CDN PRODUCTS. DEVELOPMENT OF "CANADA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

MET WITH A&P STORES AND STARK & CO. (DISTRIBUTORS). EG WILL LIKELY SEE 300,000 CASES OF "CONNAISS- EUR" BOTTLED SPARKLING GLACIAL WATER START ROLLING INTO DETROIT MARKET MID-AUGUST. DISCUSSED "CDA WEEK" PROMO WITH A&P. NO DATE SET.

QUARTER: 1 ENCOURAGE U.S. DEALERS/DISRIBUTORS TO ATTEND *WCFPS FOR CONSIDERATION OF NEW CDN LINES. *WESTERN CANADA FARM PROGRESS SHOW.

SENT BEN YANTIS TO WCFPS WHICH RESULTED IN SERIOUS CONSIDERATION OF NEW LINES AS WELL AS PURCHASE OF \$80,000 WORTH OF AGRICULTURAL EQPT. INTRODUCED CDN SUPPLIERS TO CONTACTS IN TERRITORY AND UPDATED AGRI. DEALERS/DISRIBUTORS LIST.

QUARTER: 2 DEVELOPMENT OF "CANADA WEEK" PROMOTIONS WITH DETROIT AREA FOOD CHAINS. DEVELOP POST INITIATED FOOD SHOW.

PROJECT STILL AT EARLY STAGE DUE TO EXPECTED COSTS OF JOINT PUBLICITY SO ADD'L POSSIBILITIES BEING EXPLORED WITH NUMBER OF MAJOR HOTELS. -WILL LIKELY OPT TO COOP. WITH ONT GOVT CHCGO OFFICE IN ORG. SUCH SHOW IN METRO DETROIT IN MID WINTER

QUARTER: 3 -----