

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 :619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCE IMPORTANT CO./PROV. GOV'T FROM MARITIMES INTO MKT FL, GA MARKETS
ENHANCE EXPORTS OF SWINE, MEAT PRODUCTS AND PRODUCE TO PR,

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ATTENDED/RECRUITED/ORGANIZED:

- 1-PULSE MISSION-P.R.
- 2-FOOD/EQUIP.SHOW-P.R.
- 3-ATLANTA HOTEL/REST.SHOW
- 4-FANCY FOOD SHOW-ATLANTA
- 5-QUEBEC MIN. INTL AFFAIRS MISSION-P.R.
- 6-BUYERS WEST. CDA. FARM PROG. SHOW

- 1-\$1MILL.EST. SALES
- 2-\$2.8 MILL. EST. SALES, 10 CONTRACT AGREEMENTS.
- 3-EXHIBITED PROD./LITERATURE FROM 5 CDN. COYS.
- 4-19 CDN. COYS., GOOD SALES EXPECTED.
- 5-EXCELLENT RESULTS, WILL RETURN WITH A MISSION.
- 6-SENDING 5 BUYERS

QUARTER: 2 1-AMER.MARINE TRADE EXPO

- 2-FLORIDA RESTAURANT ASSOC.
- 3-CDN. BIOTECH. CONF.(CANBIOCON)
INCOMING MISSION

- 1-6 MILLION DLS. EST. SALES
- 2-14 COYS- EXCELLENT RESULTS
- 3-4 BUYERS, GOOD CONTACTS

QUARTER: 3 ASSISTED,ORGANIZED,RECRUITED AND/OR ATTENDED:

- 1-SEAFARE SE.
- 2-ATLANTA WINE FESTIVAL.
- 3-MARKETPLACE 89

- 1-FORCAST 1.8 MILLION DLRS SALES/12 MONTHS
- 2-COOPERATED W/ORGANIZERS,PROVIDED 3 JUDGES,3 MEDALS AWARDED,ADVISED CDN WINERIES.
- 3-ENCOURAGED/SUPPORTED COYS IN FOOD/FISH SECTORS

QUARTER: 4 1-COMPILED STILL/CARBONATED WATER STUDY.

- 2-COMPILED GENERAL FOOD MARKET STUDY.
- 3-IDENTIFIED NEW FOOD TRADE SHOW.
- 4-BEGAN RECRUITING FOR F/Y89/90 TRADE SHOWS.
- 5-PLANNED FOR MISSION(S) AND TRAVEL.

- 1-SENT TO CLIENTS AND OTT.
- 2-SENT TO CLIENTS AND OTT.
- 3-PUT IT INTO POST PLAN.
- 4-HAVE 50% RECRUITMENT DONE.
- 5-HAVE ONE IN-MSN AND WILL GO TO HLFX FOR MEETNG