

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

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