

REPT4D
90/01/23

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 :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

CONTINUE TO WORK WITH INDIVIDUAL COMPANIES
OBTAIN LOCAL SALES REPRESENTATION

CONTINUE TO WORK WITH PROVINCIAL GOVERNMENTS WITH LOCAL REPS
ASSIST COMPANIES UNDERSTAND LOCAL MARKET AND PLACE PRODUCTS

INT'L FANCY FOOD & CONFECTIONERY TRADE SHOW,SFRAN CDN PAVIL. ESTABLISH/INITIATE DIRECT SALES PROGRAM)AS CAN BE APPROP.FOR
50% COS SUCCESSFUL TO OBTAIN LOCAL SALES REPRESENTATION OR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Denver Solo Food Show 03 Oct
1a. Western Canada Farm Progress Show, Regina

QUARTER: 2 National stand participation at International Fancy Food & Confectionary Show w/12 booths,
March 1990. Canadian cpys will receive exposure to 10,000+ specialty food buyers.

QUARTER: 3 -----

QUARTER: 4 -----