

REPORT 4
88/03/16

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

Page 127

POST : 531-WELLINGTON

001-AGRI & FOOD PRODUCTS & SERVICE
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

CONTINUED PROMOTION OF CDN SWINE EXPORTS AND TO
REALISE APRIL '87 SHIPMENTS.

INCREASED SALE OF AG & FOOD PRODUCTS

SEMI & PROCESSED FOOD & DRINK

TASTE OF CANADA - FOOD PROMOTION EFFORT FOCUSSED ON RESTAURANT
WOOLWORTHS PROMO. - IN-STOR CDN PROCESSED FOOD PROMOTION

NEW AGENCY LINES ESTABLISHED.

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MARKET SURVEY OF IMPORTERS.

COMPLETED AND MAILED - NO RESULTS AS YET.

QUARTER: 2 CONDUCT MARKET SURVEY OF REQUIREMENTS. MAINTAIN
PRESSURE ON NZ AUTHORITIES TO RELAX IMPORT
RESTRICTIONS.

REPORT MARKET OPPORTUNITIES COMPLETE AND
FORWARDED TO INDUSTRY, DEA AND DRIE. PRESSURE IS
MAINTAINED ON NZ AUTHORITIES AND RESTRICTION ARE
EXPECTED TO BE LIFTED.

QUARTER: 3 DISTRIBUTE MARKET SURVEY COMPLETED LAST QUARTER

DISTRIBUTED RESULTS OF MARKET SURVEY TO VARIOUS
GOV'T DEPARTMENTS & INDUSTRY WHICH STIMULATED
ENQUIRIES FROM CDN INDUSTRY.

QUARTER: 4 -----