

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :657-KINGSTON

001-AGRI & FOOD PRODUCTS & SERVICE
JAMAICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

IN COOPERATION WITH ONTARIO FOOD PRODUCTS MISSION EXPECTED OCT. 1988 HOLD PRODUCT INFORMATION EVENING FOCUSING ON PORTION CONTROL PRODUCTS.

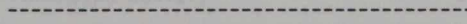
THREE (3) NEW AGENCY AGREEMENTS

PREPARE IN EARLY 1989 UPDATE TO 1986 FOOD PRODUCTS SURVEY AND CIRCULATE TO MAJOR EXPORTERS.

ALLOW CDN EXPORTERS TO TAKE ADVANTAGE OF NEW OPPORTUNITIES THAT HAVE DEVELOPED AND CONSUMMATE ADDITIONAL SALES.

INVESTIGATE MARKET FOR CANADIAN DAIRY PRODUCTS AND THE POSSIBILITY OF LICENCE MANUFACTURE.

MAKE LARGE CDN FIRMS AWARE OF OPPORTUNITIES IN THIS AREA AND ARRANGE AT LEAST ONE LICENCE



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Direct presentation major processed food importers to interest them in Canadian suppliers and buying less than container loads.

Presently trying to source creamed cheese from major Canadian supplier for major Jamaican importers.

QUARTER: 3 -----

QUARTER: 4 Direct presentation to major processed food importers Re: increased procurement from Canada

Introduced representative of McCain's Canada to C.E.O. of large Jamaican Corp wanting to establish food distribution company. Indications are very favourable.