

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

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 FOCUSED ON RESTAURANT	NEW AGENCY LINES ESTABLISHED.
	WOOLWORTHS PROMO. - IN-STOR CDN PROCESSED FOOD PROMOTION	NEW AGENCY LINES ESTABLISHED.

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 LEAD MISSION OF 3 NZ BUYERS TO CDN FOOD AND BEVERAGE SHOW, TORONTO.	MISSION WAS UNDERTAKEN AND WHILST BUYERS HAVE NOT YET FINALIZED ARRANGEMENTS, IT APPEARS ALL HAVE BEEN SUCCESSFUL AND TRADE WILL EVENTUATE.