

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 : 658-BRIDGETOWN

001-AGRI & FOOD PRODUCTS & SERVICE
BARBADOS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETION OF PROPOSED LOCAL JOINT VENTURE PROCESSED FOODS MAJOR
BARBADIAN INDUSTRIAL GROUP.

AN ADDITIONAL CANADIAN INVESTMENT & TECHNOLOGY
TRANSFER IN TERRITORY PLUS MATERIALS FROM
CANADA.

DAIRY PRODUCTS: PROMOTIONAL ACTIVITIES TO ATTEMPT TO REGAIN
MARKET SHARE FOR CHEESE, MILK POWDER AND OTHER DAIRY PRODUCTS.

DOUBLE CURRENT EXPORTS OF CHEESE IN 1987.

AGRICULTURAL DIVERSIFICATION: INVESTIGATION OF OPPORTUNITIES ARISING
IN GOV'T PROGRAM TO DIVERSIFY AWAY FROM SUGAR.

SALES OF AGRICULTURAL MACHINERY & EQUIPMENT
FERTILIZERS & PESTICIDES, POSSIBILITY OF CONSULTING
SERVICES THROUGH CDB FINANCED STUDY.

WORK WITH LOCAL DISTRIBUTOR TO INTRODUCE CANADIAN WINES TO
TERRITORY.

NEW BUYING CONNECTIONS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 WORKING WITH CDN REGIONAL REP TO INTRODUCE CDN
WINES TO TERRITORY.
3 CDN FIRMS ATTEMPTING TO PREQUALIFY CDB FUNDED
CROP DIVERSIFICATION PROJECTS.

ARRANGEMENT PENDING WITH LOCAL DISTRIBUTOR.
ONE CDN FIRM AND LOCAL PARTNER AWARDED CONTRACT.

QUARTER: 2 WORKING WITH CDN REGIONAL REP. TO INTRODUCE
CDN WINES IN TERRITORY.
-ARRANGEMENTS FOR ONTARIO FOOD SERVICE PRODUCTS
MISSION.

STILL PENDING. CHANGES IN TARIFF STRUCTURE MAY
NEGATE FEASIBILITY.
IN HAND FOR MISSION TO ANTIGUA AND BARBADOS
DURING OCTOBER.

QUARTER: 3 COMPLETION JOINT VENTURE PROCESSED FOODS. DAIRY
PRODUCTS PROMOTIONAL ACTIVITIES.

JOINT VENTURE AGREEMENT COMPLETED BETWEEN DONMAR
FOODS OF MARKHAM & GODDARD GROUP OF D'DOS. (SUGAR
PRODUCTS, JAMS, JELLIES, FOOD POWDERS). OPPOR. IDEN
FOR SKIM MILK POWDER, NEW AGENCY AGREEMENT FOR
CHEESE.

QUARTER: 3 DAIRY PRODUCTS/AGRICULTURAL DIVERSIFICATIONS

FACILITATED SALE & DELIVERY OF ADDITIONAL HOL-
STEIN CATTLE FROM CDA. ARRANGED & COORDINATED
ONT. FOOD PRODUCTS MISSION & EXHIBITION IN
ANTIGUA & BARBADOS.

QUARTER: 4 PROPOSED ONTARIO FOOD SERVICES MISSION TO TERRI-
TORY OCT 88.

SIMILAR MISSION/EXHIBITION HELD IN BARBADOS AND
ANTIGUA OCT. 87. PRELIMINARY DISCUSSION AND MAR-
KET IDENTIFICATION UNDERWAY.