

REPT4D
90/06/26

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

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POST :613-BUFFALO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:SEMI & PROCESSED FOOD & DRINK

IN-STORE FOOD PROMOTION

NEW PRODUCTS.

INCREASED EXPOSURE FOR CANADIAN PRODUCTS AND INTRODUCTION OF

NEW YORK STATE RESTAURANT SHOW

INCREASED EXPOSURE FOR CANADIAN PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 1. Buffalo Solo Food Show, September 21, 1989.
2. Premier Food & Wine Promotion, July 1-5/89.
3. Hosted P.R.O.F.I.T. mission (Ontario) September 27-18, 1989.

1.45 companies participated in show, were new exhibitors.
2. Friendship Festival promotion resulting in Premier carrying six new wines, 14 new food prod
3. Educational/marketing-assistance, 16 companies

QUARTER: 3 1. New York State Restaurant Show - Rochester
October 16-19, 1989

1. 17 Canadian companies exhibited, over 300 firm leads obtained. Estimated annual sales of \$1.5 million.

QUARTER: 4 1. Gourmet/Dessert Restaurant Supply Show
March 21, 1990
2. International Farm Equipment Show
February 7, 1990

1. CO attended to expand directory of local reps/distributors
2. CO attended to meet key CDN mfgs