

REPORT 4
89/02/06

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 :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC DISTRIBUTORS IN FOOD SECTOR.

PROVIDE RELIABLE PRODUCT MATCHING INFORMATION FOR CANADIAN PRODUCERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND & UPDATE LISTS OF DEALERS, IMPORTERS, DISTRIBUTORS, MANUFACTURERS REPS IN MEAT PRODUCTS, PROCESSED FOODS & AGRICULTURAL MACHINERY SUBSECTORS. CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPORTERS IN OVERCOMING NON-TARIFF BARRIERS.

PURCHASED COMPUTERIZED FOOD TRADE LISTS FOR POST TERRITORY & ESTABLISHED NEW CONTACTS AT PENN FOOD MERCHANTS SHOW IN PITTSBURGH. ASSISTED 14 COMPANIES WITH ADVICE FROM U.S. FDA ON FOOD LABELLING.

QUARTER: 2 Ongoing export promotion, utilizing recently expanded network of Post industry contacts in key subsectors

Counselled 18 food producers on regional mkt oppor., promoted Food Pacific 88 by direct mail to 300 regional buyers; on-site presence at important agricultural machinery show in PA

QUARTER: 3 -----

QUARTER: 4 -----