

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 :608-NEW YORK, CONSULATE GENERAL 001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

TAP HAS DECIDED TO CONTINUE BUYER IDENTIFICATION PROGRAM.

OUR BASIS OF CURRENT PROGRAM EXPECT 50 TO 75
FOOD VENDORS WILL HAVE PROSPECTIVE DIRECT BU-
YERS IDENTIFIED TO THEM.

WE WISH TO UNDERTAKE AN IDENTIFICATION SURVEY OF FOOD BROKERS AT
SOUTHERN NEW JERSEY WHICH FALLS TO US WITH THE CLOSING OF PHILAD-
ELPHIA.

SUFFICIENT INTEREST WILL PROMPT ORGANIZATION
OF FOOD SHOWING IMPORTANT ATLANTIC CITY MARK-
ET POSSIBILITY IN CONJUNCTION WITH PROVINCES.

FOLLOW-UP WITH CANADIAN EXHIBITORS FROM 87 ALBANY SOLO FOOD SHOW.

TO INCREASE CANADIAN PRESENCE IN ALBANY AND
SURROUNDING AREAS.

US MILITARY MARKET FOR FOODSTUFF IS VIRTUALLY BILLION OF \$'S AND
GO AFTER THE MILITARY MARKET FOR FOODSTUFF THROUGH ESTABLISHMENT
OF CONTACTS AND IDENTIFICATION OF SPECIALISTS FOR THIS AREA.

TO INTRODUCE A MINIMUM OF 25 FIRMS TO
MILITARY SALES SYSTEMS.

CONCENTRATED EFFORT IN THE FOOD SERVICE PRODUCTS AREA ESPECIALLY
TO DETERMINE THE POTENTIAL FOR CANADIAN COMPANIES.

TO INTRODUCE AS MANY NEW FIRMS AS POSSIBLE TO
THE FOOD SERVICE OR INSTITUTIONAL MARKET IN
OUR AREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Organize and coordinate Cdn participation in the
Eastern Dairy Deli Association Taste Show
23-24 August 1988

Cdn participants received good exposure in the
show which was heavily attended & attracted over
10,000 visitors. Expected results over the next
12 months are over U.S. \$1 million worth of
business

QUARTER: 3 -----

QUARTER: 4 -----