

REPT4D
90/04/05

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

POST :619-ATLANTA

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

INTRODUCE IMPORTANT CO./PROV. GOV'T FROM MARITIMES INTO MKT FL, GA MARKETS
ENHANCE EXPORTS OF SWINE, MEAT PRODUCTS AND PRODUCE TO PR,

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ATTENDED/RECRUITED/ORGANIZED:

- 1-PULSE MISSION-P.R. 5-QUEBEC MIN. INTL
- 2-FOOD/EQUIP.SHOW-P.R. AFFAIRS MISSION-P.R.
- 3-ATLANTA HOTEL/REST.SHOW 6-BUYERS WEST. CDA.
- 4-FANCY FOOD SHOW-ATLANTA FARM PROG. SHOW

- 1-\$1MILL.EST. SALES 6-SENDING 5 BUYERS
- 2-\$2.8 MILL. EST. SALES, 10 CONTRACT AGREEMENTS.
- 3-EXHIBITED PROD./LITERATURE FROM 5 CDN. COYS.
- 4-19 CDN. COYS., GOOD SALES EXPECTED.
- 5-EXCELLENT RESULTS, WILL RETURN WITH A MISSION.

QUARTER: 2 1-AMER.MARINE TRADE EXPO

- 2-FLORIDA RESTAURANT ASSOC.
- 3-CDN. BIOTECH. CONF.(CANBIOCON)
- INCOMING MISSION

- 1-6 MILLION DLS. EST. SALES
- 2-14 COYS- EXCELLENT RESULTS
- 3-4 BUYERS, GOOD CONTACTS

QUARTER: 3 ASSISTED,ORGANIZED,RECRUITED AND/OR ATTENDED:

- 1-SEAFARE SE.
- 2-ATLANTA WINE FESTIVAL.
- 3-MARKETPLACE 89

- 1-FORCAST 1.8 MILLION DLRS SALES/12 MONTHS
- 2-COOPERATED W/ORGANIZERS,PROVIDED 3 JUDGES,3 MEDALS AWARDED,ADVISED CDN WINERIES.
- 3-ENCOURAGED/SUPPORTED COYS IN FOOD/FISH SECTORS

QUARTER: 4 -----