

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

60

POST :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

UPDATE OF DETROIT GROCERY PRODUCT MARKET.

EXPECTED TO BE COMPLETED BY FIRST
QUARTER 1988.

SEVEN INFORMAL PRESENTATIONS OF FOOD PRODUCTS TO AGENYS, BROKERS,
HOTEL FOOD MANAGERS, INCLUDING SEAFOOD WHOLESALERS AND RESTAURANT
OWNERS.

INCREASED PROFILE FOR PROCESSED FOODS SECTOR,
AND ENTRY OF 8 NEW PRODUCTS INTO MARKET.

WINE PROMOTION AT ANNUAL ASSOCIATED FOOD DEALERS ASSOCIATION IN
DETROIT WITH SIMILAR PROGRAM IN INDIANAPOLIS.

3 NEW WINE PRODUCTS INTRODUCED INTO TERRITORY

SOLO FOOD PRESENTATION FEATURING 30 CANADIAN PROCESSED FOOD
AND BEVERAGE MANUFACTURERS.

INTRODUCED NEW PRODUCT LINES TO U.S. AGENTS,
BROKERS AND WHOLESALERS, DISTRIBUTORS, FOOD
STORE PURCHASING PERSONNEL IN TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Undertook select canvass of Cdn producers of
food process. mach. & equip identified as inter-
ested in U.S. mkt; which was done in conjunction
w/expressed interest in representation in post
territory

Now proceeding with four of the Canadian
companies canvassed

QUARTER: 3 -----

QUARTER: 4 -----