

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

MEETING WITH LOCAL FOOD BROKERS AND DISTRIBUTORS TO DETERMINE MARKET NICHEs FOR CANADIAN PRODUCTS.

DEVELOPMENT OF POST INITIATED FOOD SHOW, SIMILAR TO BUFFALO PROGRAM, FEATURING 30 CANADIAN FOOD PRODUCTS MANUFACTURERS.

DEVELOPMENT OF "CANADA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

SEVERAL NEW CANADIAN FIRMS ENTERING THE MARKET.

EXPOSURE OF NEW PRODUCTS TO AGENTS, WHOLESALERS, DISTRIBUTORS, FOOD STORE PURCHASING PERSONNEL IN TERRITORY.

STRENGTHENED PUBLIC AWARENESS OF WIDE VARIETY OF CANADIAN FOODSTUFFS ALREADY AVAILABLE TO THEM.

AGRICULTURE MACH, EQUIP, TOOLS

PARTICIPATION IN BOTH THE MICHIGAN EQUIPMENT DEALERS ASSN. ANNUAL CONVENTION/TRADE SHOW AND THE INDIANA IMPLEMENT DEALERS ASSN. ANNUAL CONVENTION/III-IN. FARM IMPLEMENT SHOW.

TARGET A GROUP OF APPROX. 6 MAJOR DEALERS FROM MICHIGAN & INDIANA FOR PARTICIPATION IN A MISSION TO SOUTHWESTERN ONTARIO FOR ONE-ON-ONE MEETINGS WITH CANADIAN SUPPLIERS.

MEET WITH DEALERS AND ENCOURAGE INTEREST IN CONSIDERING CANADIAN PRODUCT LINES.

CONSIDERATION OF NEW CANADIAN SHORT LINE EQUIPMENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 A. MEETING WITH FOOD BROKERS, DISTRIBUTORS AND GROCERY CHAINS TO DETERMINE MKT NICHEs FOR CDN PRODUCTS. B. DVLPMT OF "CDA WEEK" PROMOTION WITH DETROIT AREA FOOD CHAIN.

-MET WITH A&P STORE & STARK & CO. (DISTRIB.). EG WILL LIKELY SEE 300,000 CASES OF "CONNOISSEUR" BOTTLED SPARKLING GLACIAL WATER START ROLLING INTO DETROIT MKT MID-AUG. -DISCUSSED "CDA WEEK" PROMO WITH A&P. NO DATE SET.

QUARTER: 1 A) ENCOURAGE U.S. DEALERS/DISTRIBUTORS TO ATTEND *WCFPS FOR CONSIDERATION OF NEW CDN LINES. *WESTERN CANADA FARM PROGRESS SHOW.

-SENT BEN YANTIS TO WCFPS WHICH RESULTED IN SERIOUS CONSIDERATION OF NEW LINES AS WELL AS PURCH. OF \$80,000 WORTH OF AGRI. EQPT. INTRODUCED CDN SUPPLIERS TO CONTACTS IN TERRITORY & UPDATED AGRI. DEALER/DISTRIBUTOR LIST.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----