

REPORT 4
89/10/10

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

88

POST :424-DUSSELDORF

001-AGRI & FOOD PRODUCTS & SERVICE
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

NEW CHANNELS FOR THE PRE COOKED FROZEN MEALS BY VISITING LEADING FIRMS AND MAKING THEM AWARE OF CANADA'S POTENTIAL.

SALES OF # 1-2 M PER YEAR WITH ANNUAL INCREASES OF 5-10%.

IDENTIFY NEW CHANNELS OF DISTRIBUTION, OTHER THAN IMPORTERS: FOOD STORES, CENTRAL PURCHASING AGENCIES, WHOLESALERS, ETC.

INCREASED SALES

IDENTIFY NEW SUPPLIERS + NEW END USERS IN FOLLOWING SECTORS: PET FOODS, HEALTH PRODUCTS, DRIED FRUITS, PRE COOKED FROZEN MEALS.

PENETRATE GERMAN MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 Feed Pea Mission in Feb. Breeding Swine Mission in March. Initiation of Tengelmann promotion.

X-Can Grain obtained \$300,000 feed pea order and we reported on EEC procedures and views of trade. Dinner with Tengelmann CEO launched interesting promotion of a Canada Week in 1990.