

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: BUFFALO

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Restrictive quotas
- Restrictive standards
- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities
- Market prospects have not been adequately explored
- FDA, USDA, FISH AND
- WILD LIFE AGENCY.

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: IN-STORE FOOD PROMOTION
Expected Results: INCREASED EXPOSURE FOR CANADIAN PRODUCTS AND INTRODUCTION OF NEW PRODUCTS.

For the next fiscal year, the mission will carry out the following approved fairs and missions:

Activity: SOLO FOOD SHOW
Expected Results: 1-2 MILLION IN SALES; 50-70 PARTICIPATING FIRMS.

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: NEW YORK STATE RESTAURANT SHOW
Expected Results: INCREASED EXPOSURE FOR CANADIAN PRODUCTS.