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

POST : 601-BOSTON

002-FISHERIES, SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP ON FIVE SEMINARS ORGANIZED FOR QUEBEC FISHERIES COMPANIES IN NORTHERN QUEBEC AND MAGDELIN ISLANDS.

HIRE NEW COMMERCIAL OFFICER.

START PRODUCING MONTHLY MARKET REPORT ON SEAFOOD, INCLUDING PRICE TRENDS.

ORGANIZE SEMINAR/RECEPTION FOR AQUACULTURE PRODUCERS FROM CANADA (N.E. BUYERS, PROCESSORS, USERS TO ATTEND).

ORGANIZE MAJOR PROGRAM OF VISITS FOR NEW OFFICER RESPONSABLE FOR FISHERIES MARKETING.

3 COMPANIES TO ENTER N.E. MARKET.

CONTINUE TO OFFER EXCELLENT SUPPORT TO INDUSTRY/GOV'S DESPITE LOSS OF COMMERCIAL OFF. WHO HAD WORKED FOR 22 YRS. IN FISHERIES SECTOR.

DISSEMINATE INFORMATION ON MORE TIMELY BASIS TO INDUSTRY AND GOVERNMENT DEPARTMENTS (FED/PROV).

COMPETITIVE MARKET PENETRATION FOR CANADIAN FARMED PRODUCTS - SALMON, MUSSELS, ETC.

INCREASE KNOWLEDGE OF CDN FISHERIES CAPABILITIES/ENVIRONMENT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 EXTENSIVE VISIT TO ATLANTIC CANADA BY NEW OFFI-CER RESPONSIBLE FOR FISHERIES.

QUARTER: 2 ----

QUARTER: 3 Provide marketing advice and information to Canadian firms.

QUARTER: 4 Organized Canadian reception during Boston Seafood Show & provided market advice to 85 Canadian companies at show occupying 15% of show space. QUARTERLY RESULTS REPORTED:

NEW OFFICER SPENT 13 DAYS TRAVELLING TO EACH OF ATLANTIC PROVINCES TO MEET WITH INDUSTRY AND GOVERNMENT REPRESENTATIVES.

12 Canadian firms participated in Show.

1300 attended Cdn. reception which is most important reception at event. Held meetings with U.S. gov't & BC Salmon Growers Association. Consulate to be key player in fisheries marketing in New England.