

REPT4D
90/06/26

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

112

POST :531-WELLINGTON

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
NEW ZEALAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

FOLLOW UP ON CANADIAN SOLO FOOD FAIR
ONGOING AGENCY RELATIONSHIPS.

FOLLOW UP ON MARCH 89 LD NATHAN IN-STORE PROMOTION
REPORT CONSUMER REACTION TO PARTICIPANTS.

UPDATE PROCESSED FOOD MARKET SURVEY
INFORM CANADIAN SUPPLIERS OF MARKET OPPORTUNITY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Follow up in Woolworth In-store promotion and on
Canadian Solo Food Fair.

Reports submitted on Solo Show and planning
begun for next year's Woolworth's Taste of
Canada promotion.

QUARTER: 2 Participation in Hospitality Show, Auckland to d
emonstrate Canadian supply capability in process
ed foods for the catering trade.

Effective exhibit mounted, parallel support from
local agents of Canadian suppliers was disappoi
nting.

QUARTER: 3 L.D. Nathans [Woolworths] Taste of Canada
in-store promotion.

Buyers visited Canada and ordered 20+ new lines
of foodstuff.

QUARTER: 4 Prepare for Taste of Canada promotion in Woolwor
ths supermarkets; respond to countervail claims
in pork trade.

Promotion was delayed to first two weeks of Apri
l but level of support by both Woolworths and Ca
nadian supplier is greater than any previous in-
store promotion; pork countervail investigation
called off.