

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

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

EXPAND DIST/BROKER NETWORK& QUALIFY DIST INT IN CDN FOOD/BEV FOR DISTRIBUTION IN TERRITORY.
PROVIDING CDN COMP WITH INCREASINGLY RELIABLE CONTACT BASE

WINE TASTING FOR LOCAL DIST/IMPORTERS, RETAILERS. WASHINGTON MARKET PLACE.
INCREASE POTENTIAL FOR DISTRIBUTION OF SALES IN LUCTRITIVE

SUB-SECTOR:AGRICULTURE MACH,EQUIP,TOOLS

DEVELOP & INCREASE DATA BASE FOR AGENTS/DISTRIBUTORS
ENHANCED MARKET PENETRATION

INCREASED TRADE SHOW ATTENDANCE
TO GENERATE MORE EFFECTIVE BUYING CONNECTIONS

VISIT PROGRAM TARGETTED AT DISTRIBUTORS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Assistance to 10 Canadian cos and 26 U.S. importers seeking buyer/supplier connections. Liaised with US For. Ag.Service and obtained ANUGA'89 U.S. exhib.list to aid B.C. Min. Ag. in promoting Food Pacific '90 thru on-site hosp.

Continued enlightenment for Cdn cos on market trends and distribution. Excellent contacts for B.C. provincial govt to promote B.C. food mfrs and major food show in province next summer.

QUARTER: 2 Liaison with Ont.Min. Ag&Food at Natl Candy Wholesalers Show-4 participating Ont. exhibitors Natural Foods industry guide purchased. Planning for Ont. Food Show at Embassy Jan 1990 and NS at East-South Rest/Hosp. Show March 1990.

26 sourcing inquiries actioned. Buying connections and marketing assistance to 11 Canadian food and ag. suppliers Market research provided to 2 provincial govt ag. depts.

QUARTER: 3 Visited Mid-Atlantic Foodservice Show; considerable assistance to UTE in support of natl stand at East-South Show. Supported Govt.Ontario trade mission to Washington by organizing trade rec. at Emb for 22 food & bev.companies.

Industry contacts expanded; 8 buying connections established. Study of wholesale food distr. patterns in region obtained and distributed to UTE, Agcan, ITCs. Results of Ont. mission and E-S Show next quarter.

QUARTER: 4 -----