REPT4D
90/01/23

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 :503-MANILA

001-AGRI & FOOD PRODUCTS & SERVICE
PHILIPPINES

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ALL SUB-SECTORS		
	MAINTAIN CLOSE CONTACT WITH SWINE & DAIRY BREEDERS TO ENCOUR POSSIBLE INCREASE IN SALE OF ANIMAL BREEDING STOCK FROM	300 TO 500 HEAD PER YEAR.
	DEVELOP RELATIONSHIP WITH PROCESSED FOOD IMPORTERS INTRODUCTION OF CANADIAN PROCESSED FOOD PRODUCTS IN THE	MARKET.
	MONITOR GOVT POLICY ON FRUIT IMPORTATION INCREASE IMPORTATION OF CANADIAN FRUITS.	
	ASSIST CIDA IN COMMODITY GRANT ON POTASH/UREA	
	CANADIAN FOOD AND BEVERAGE SHOW '89 INCREASED AWARENESS OF CANADIAN PROCESSED FOOD FOR POSSIBLE	MARKET SHARE.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	Follow-up on jv opportunities fm Feb investment mission. Maintain contact with trade and alert Cdn cos to opportunities. Gather info on process ed food mkt and Cdn cos active in region in prep for Oct food and beverage show.	Assisted in new buying arrangements for 7 Cdn processed food suppliers. Completed article on Phil agri-food market opportunities for publication in Canada.
QUARTER: 2	RESEARCH PHIL MARKET FOR PROCESSED FOODS AND BEVERAGES, AND CDN COMPANIES COMPETITIVE IN PACIFIC RIM, IN PREPARATION FOR PLANNED FOOD PROMOTION.	AS RESULT OF POST ENCOURAGEMENT, LOCAL IMPORTER OF CDN CANNED FISH PRODUCTS VISITED CDA AND HAS PLACED TRIAL ORDERS WITH 5 ADDITIONAL CDN COS.
QUARTER: 3	-----	
QUARTER: 4	-----	