

REPORT 4  
89/02/06

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 :610-SAN FRANCISCO

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	VISIT MAJOR HOTEL CHAINS IN TERRITORY TO DISCUSS CANADA FOOD FAIR PRESENTATIONS & WITH CANADIAN INDUSTRY & SALES REPRESENTATIVES ON POSSIBLE NEW ADVERTISING OPPORTUNITIES DEVELOPED IN CONNECTION WITH FOOD FAIRS.	DEVELOP NEW BUSINESS LEADS & CONTACTS AND INCREASE AMERICAN AWARENESS/UNDERSTANDING OF CDN SELECTION AND QUALITY.
	SUPPORT PROVINCIAL GOVERNMENT AND INDUSTRY EFFORTS TO PENETRATE THE BEEF MARKET THROUGH BEEF DEMONSTRATION TRIALS IN TERRITORY.	GRADUALLY INCREASE MARKET PENETRATION, PARTICULARLY IN SELECTED BEEF CUTS.
	WORK WITH CDN PROCESSED FOOD INDUSTRY TO IDENTIFY NEW MARKET NICHES FOR HIGH QUALITY, INNOVATE AND COMPETITIVELY PACKAGED/PRICED FOOD PRODUCTS AND SUPPORT FOOD PACIFIC'88 VISITS PROGRAMME.	INCREASE FOOD SALES BY MINIMUM OF 10% AND DEVELOP POTENTIAL NEW BUSINESS OPPORTUNITIES.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 -----	
	QUARTER: 2 Western Restaurant Conv & Expo (8 booths) -Govt. sponsored 6 food, 2 equip mfrs. Post recruited, coordinated and assisted mfrs to meet approp. local trade contacts.	Canadian participants made invaluable contacts, expected to culminate in sales representation and/or major sales.
	QUARTER: 3 -----	
	QUARTER: 4 -----	