

REPORT 4
88/10/21

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 : 608-NEW YORK, CONSULATE GENERAL
002-FISHERIES, SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

TAP HAS DECIDED TO CONTINUE BUYER IDENTIFICATION PROGRAM.
SCHEDULE CALLS UPON PROSPECTIVE OUTLETS FOR REPRESENTATION.

OUR BASIS OF CURRENT PROGRAM EXPECT 50 TO 75
FOOD VENDORS WILL HAVE PROSPECTIVE DIRECT BU-
YERS IDENTIFIED TO THEM. TO OBTAIN ADDITIONAL
SALES VOLUME.

WE WISH TO UNDERTAKE AN IDENTIFICATION SURVEY OF FOOD BROKERS AT
SOUTHERN NEW JERSEY WHICH FALLS TO US WITH THE CLOSING OF PHILAD-
ELPHIA.

SUFFICIENT INTEREST WILL PROMPT ORGANIZATION
OF FOOD SHOWIN IMPORTANT ATLANTIC CITY MARKET
POSSIBILITY IN CONJUNCTION WITH PROVINCES.

OUR FISHERIES RECEPTION IS TO BE CONTINUED EVERY OTHER YEAR
AND IS TO BE PROVINCIAALLY FUNDED.

INTRODUCE 5 NEW PRODUCERS TO 10-15 NEW BROKER
/WHOLESALERS.

US MILITARY MARKET FOR FOODSTUFF IS VIRTUALLY BILLIONS OF \$'S.
THERE IS A RIGID PROCUREMENT PROCESS.

INTRODUCE A MINIMUM OF 25 FIRMS TO MILITARY
SALES SYSTEMS.

WIDE ETHNIC MIXTURE COULD PROVIDE OPPORTUNITIES FOR UNDER-
UTILIZED SPECIES FROM CDA. PLAN A SURVEY OF FISH BROKERS TO
IDENTIFY DESIRABLE BUT HITHERTO NOT OFFERED CANADIAN SPECIES.

VERY DIFFICULT TO DETERMINE

EXPLORE TO GREATER EXTENT THE FOOD SERVICE PRODUCTS SECTOR.
THROUGH INCREASED TELEPHONE SURVEY AND PROGRAM OF SPECIAL
MEETINGS WITH DISTRIBUTORS AND BROKERS.

TO INTRODUCE AS MANY NEW FIRMS TO THE FOOD
SERVICE OR INSTITUTIONAL MARKET IN TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1 -----
- QUARTER: 2 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:
UNITED STATES OF AMERICA
002-FISHERIES, SEA PRODUCTS & SERVICE

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN
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