

REPORT 4
88/02/02

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 409-BERNE

002-FISHERIES, SEA PRODUCTS & SERV.
SWITZERLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

TO INTRODUCE NEW SPECIES TO IMPORTERS SUCH AS PIKE, WHITEFISH,
WALLEYS, INCONNU ETC.. (FOR RESTAURANT MARKET)

TO TRY TO OBTAIN PROMOTION PRICES FOR IMPORTERS IN ORDER TO PUSH
SPECIES WHERE SUPPLY ABOUND OR PRICES ARE LOW

TO DISTRIBUTE POSTERS AND CONSUMER PROMOTIONAL BROCHURES ON CDN
FISH FOR DISTRIBUTION AT RETAIL OUTLETS

ANTICIPATED RESULTS:

CHANGE CONSUMER HABITS

TO DEVELOP INTEREST AMONG RESTAURATEURS

TO INCREASE VISIBILITY ON CDN PRODUCTS BEFORE
SWISS CONSUMERS

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----