REPT4D 90/04/05

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 :606-LOS ANGELES

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

ANTICIPATED RESULTS:

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

IN THE EVENT.

SOLO FOOD SHOW LOS ANGELES - 25 FIRMS DEVELOP BROKER REPRESENTATION FOR THE 25 FIRMS PARTICIPATING

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TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 1.Natural Foods Expo West 2.Arizona Retail Grocers 3.Montreal Furniture Market

QUARTER: 2 1-Western Restaurant Convention & Exposition Info Booth with Cdn manufacturers

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

1.8 Cdn coys exhibited, 3 possible agency reps.
2.6 Cdn coys exhibited, 3 appointed brokers.
3.11 buyers invited, 3 agency agreements confirm

1-12 Cdn firms participated,7 agency agreements 12 mos sales estimated US\$ 1.3 mil.

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