REPORT 4 89/10/10

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:

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.

SUPPORT PROVINCIAL GOVERNMENT AND INDUSTRY EFFORTS TO PENETRATE THE BEEF MARKET THROUGH BEEF DEMONSTRATION TRIALS IN TERRITORY.

WORK WITH CDN PROCESSED FOOD INDUSTRY TO IDENTIFY NEW MARKET NI-CHES FOR HIGH QUALITY, INNOVATE AND COMPETITIVELY PACKAGED/PRICED FOOD PRODUCTS AND SUPPORT FOOD PACIFIC'88 VISITS PROGRAMME.

ANTICIPATED RESULTS:

DEVELOP NEW BUSINESS LEADS & CONTACTS AND INCREASE AMERICAN AWARENESS/UNDERSTANDING OF CDN SELECTION AND QUALITY.

GRADUALLY INCREASE MARKET PENETRATION, PARTI-CULARLY IN SELECTED BEEF CUTS.

INCREASE FOOD SALES BY MINIMUM OF 10% AND DEVELOP POTENTIAL NEW BUSINESS OPPORTUNITIES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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.

QUARTER: 3 Post recruitment activity plus coordination and participation with 7 Cdn companies in Nat'l Food Brokers Assoc. Annual Convention, Dec. 3-7, 1988 San Francisco.

QUARTER: 4 Evolved program to submit PIPP for participation in International Fancy Food & Confection Show. Responsive activities with companies, as well as provinces, and participated, at invitation of Ont & Alta, in their various food promo actyties

QUARTERLY RESULTS REPORTED:

Canadian participants made invaluable contacts. expected to culminate in sales representation and/or major sales.

> NFBA is best of all food trade shows with greatest benefit for participating Cdn food manufacturers. Companies successful in achieving all goals whether to gain 1 or 10 new brokers throughout U.S.

> Gained provincial support to assist in recruitment for Fancy Food Show, as prov. eager to participate. Maintained exclnt working relationshp w/ Que & Ont Depts of Ag. (L.A), Alta Dept of Ag, and new B.C. Trade office in L.A. handling food prod