

REPT4D
89/12/05

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

83

POST :612-WASHINGTON

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

EXPAND DIST/BROKER NETWORK& QUALIFY DIST INT IN CDN FOOD/BEV FOR DISTRIBUTION IN TERRITORY.
PROVIDING CDN COMP WITH INCREASINGLY RELIABLE CONTACT BASE

WINE TASTING FOR LOCAL DIST/IMPORTERS, RETAILERS. WASHINGTON MARKET PLACE.
INCREASE POTENTIAL FOR DISTRIBUTION OF SALES IN LUCTRITIVE

AGRICULTURE MACH,EQUIP,TOOLS

DEVELOP & INCREASE DATA BASE FOR AGENTS/DISTRIBUTORS
ENHANCED MARKET PENETRATION

INCREASED TRADE SHOW ATTENDANCE
TO GENERATE MORE EFFECTIVE BUYING CONNECTIONS

VISIT PROGRAM TARGETTED AT DISTRIBUTORS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Assistance to 10 Canadian cos and 26 U.S.
importers seeking buyer/supplier connections.
Liaised with US For. Ag.Service and obtained
ANUGA'89 U.S. exhib.list to aid B.C. Min. Ag.
in promoting Food Pacific '90 thru on-site hosp.

Continued enlightenment for Cdn cos on market
trends and distribution. Excellent contacts for
B.C. provincial govt to promote B.C. food mfrs
and major food show in province next summer.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----