

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

POST : 409-BERNE

001-AGRI & FOOD PRODUCTS & SERVICE
SWITZERLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

HORTICULTURE (FRUIT, VEG, FLOR)

TO PARTICIPATE AT IGEHO '87 (LARGEST SWISS FOOD SHOW) WITH A CDN
BOOTH PUTTING EMPHASIS ON FROZEN VEGETABLES AND FRUITS, SEMI PRO-
CESSED FOOD.

TO INCREASE CDA'S MARKET SHARE.

INVESTIGATE TREND IN SUBSECTORS AND REPORT TO CDN SUPPLIERS.

TO GENERATE REPORTS ON OPPORTUNITIES OR NON-
OPPORTUNITIES OF SUBSECTOR.

INVESTIGATE INCREASE OF CONSUMPTION OF FROZEN VEGETABLES AND
FRUITS (VALUED ADDED PRODUCTS)

TO IDENTIFY POTENTIAL FOR CDN FROZEN VEGETA-
BLES AND NOTIFY CDN PRODUCERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 PREPARE AGRICULTURE & FOOD ABROAD REPORT. ORGAN-
IZE MAILING FOR ANUGA TRADE SHOW. MARKET SURVEY
ON HONEY FOR EXTOTT.

AG. & FOOD ABROAD SUBMITTED TO EXTOTT/TAP.
MAILED 100 DOCUMENTS TO APPROPRIATE FIRMS. HONEY
REPORT SUBMITTED TO EXTOTT/TAN.

QUARTER: 3 CDN PARTICIPATION AT THE IGEHO SHOW IN BASEL &
THE SALON CULINAIRE MONDIAL IN PARTICULAR.

CDN CHEFS WON ONE OF THREE GOLD MEDALS. BUFFET
ATTENDED BY 6-700 GREAT SUCCESS WITH 100 CONTACT
FROM FOOD & TOURISM SECTORS.

QUARTER: 4 -----