REPORT 4 88/10/21

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 : 619-ATLANTA

001-AGRI % FOOD PRODUCTS & SERVICE PUERTO RICO

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

SEMI & PROCESSED FOOD & DRINK

FOLLOW-UP ON PREVIOUSLY MADE CONTACTS IN THE RETAIL AND WHOLESALE SECTOR WITH ONE-ON-ONE INTERVIEWS.

CONTINUE CONTACT WITH PUERTO RICO DEPT. OF AGRICULTURE IN ORDER TO FIND OUT BUYING REQUIREMENTS FOR DAIRY CATTLE.

INPUT OF INDEPTH INFORMATION ON AGENTS, ETC. INTO POST COMPUTER.

ONE-ON-ONE INTERVIEWS WITH FOOD IMPORTERS IN THE RETAIL/WHOLESALE SECTOR.

INVESTIGATE & INTERVIEW PERSONS AND/OR AGENCIES THAT CAN PROVIDE INFORMATION RELATIVE TO THE RE-EXPORTER OF GOODS FROM PUERTO RICO TO OTHER AREAS OF THE CARIBBEAN.

IMPLEMENT AND ORGANIZE TWO PROMOTIONAL EVENTS WHICH WILL MAKE KNOWN CANADIAN CAPABILITIES TO LARGEST COMPANIES IN THE MARKET.

ANTICIPATED RESULTS:

ATTAIN KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS.

PROMOTION OF CANADIAN DAIRY REPLACEMENT HERDS

HAVE USEFUL INFORMATION ON CONTACTS, MARKETS, TRADE SHOWS, ETC.

KNOWLEDGE OF MARKETS, IMPORTERS, BUYING PATTERNS.

ABILITY TO ASSIGN DOLLAR OR PERCENTAGE FIGURE TO CANADIAN EXPORTS TO PUERTO RICO.

ESTABLISH INTEREST IN CANADIAN COMPANIES WITH VALUE ADDED PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ----

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

QUARTERLY RESULTS REPORTED: