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 : 612-WASHINGTON

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC DISTRIBUTORS IN FOOD SECTOR.

PROVIDE RELIABLE PRODUCT MATCHING INFORMATION FOR CANADIAN PRODUCERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND & UPDATE LISTS OF DEALERS. IMPORTERS. DIS-TRIBUTORS, MFURERS REPS IN MEAT PRODUCTS, PROCES-SED FOODS & AGRICULTURAL MACHINERY SUBSECTORS. CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPOR-TERS IN OVERCOMING NON-TARRIFF BARRIERS.

QUARTER: 2 Ongoing export promotion, utilizing recently expanded network of Post industry contacts in key subsectors

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QUARTER: 4 Liaison with Extott, CGEC, and participating cos to coordinate national stand and information booth at regional foodservice show. Post provided briefing, contact lists and market

data, and arranged appointments with buyers.

PURCHASED COMPUTERIZED FOOD TRADE LISTS FOR POST TERRITORY & ESTABLISHED NEW CONTACTS AT PENN FOOD MERCHANTS SHOW IN PITTSBURGH. ASSISTED 14 COMPANIES WITH ADVICE FROM U.S. FDA ON FOOD LABELLING.

Counselled 18 food producers on regional mkt oppor., promoted Food Pacific 88 by direct mail to 300 regional buyers; on-site presence at important agricultural machinery show in PA

Monitored 3 reg food shows to expand Post contacts; provided 18 food cos with POC's for distribution of prod.; assisted NB Prov. Govt. potato promotion; provided POC's at USDA. DOC & area distributors to Quebec Prov. Govt. (NY); dev. profile

\$12,000 on-site order; \$850,000 projected; distribution pending for 3 companies. All Cdn participants satisfied with results, exposure to new regional market, will support again in 1990.