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 : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

TAP HAS DECIDED TO CONTINUE BUYER INDENTIFICATION PROGRAM.

WE WISH TO UNDERTAKE AN IDENTIFICATION SURVEY OF FOOD BROKERS AT SOUTHERN NEW JERSEY WHICH FALLS TO US WITH THE CLOSING OF PHILAD-ELPHIA.

FOLLOW-UP WITH CANADIAN EXHIBITORS FROM 87 ALBANY SOLO FOOD SHOW.

US MILITARY MARKET FOR FOODSTUFF IS VIRTUALLY BILLION OF \$'S AND GO AFTER THE MILITARY MARKET FOR FOODSTUFF THROUGH ESTABLISHMENT OF CONTACTS AND IDENTIFICATION OF SPECIALISTS FOR THIS AREA.

CONCENTRATED EFFORT IN THE FOOD SERVICE PRODUCTS AREA ESPECIALLY TO DETERMINE THE POTENTIAL FOR CANADIAN COMPANIES.

OUR BASIS OF CURRENT PROGRAM EXPECT 50 TO 75 FOOD VENDORS WILL HAVE PROSPECTIVE DIRECT BUYERS IDENTIFIED TO THEM.

SUFFICIENT INTEREST WILL PROMPT ORGANIZATION OF FOOD SHOWING IMPORTANT ATLANTIC CITY MARKET POSSIBILITY IN CONJUNCTION WITHPROVINCES.

TO INCREASE CANADIAN PRESENCE IN ALBANY AND SURROUNDING AREAS.

TO INTRODUCE A MINIMUM OF 25 FIRMS TO MILITARY SALES SYSTEMS.

TO INTRODUCE AS MANY NEW FIRMS AS POSSIBLE TO THE FOOD SERVICE OR INSTITUTIONAL MARKET IN OUR AREA.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 ----

QUARTER: 2 Organize and coordinate Cdn participation in the Eastern Dairy Deli Association Taste Show 23-24 August 1988

QUARTER: 3 Participation at the first ever New York Seafood Show with an information booth co-sponsored by the Maritime provinces and Quebec.

QUARTER: 4 Arrange program for group from Agriculture Canada to visit Hunts Point Market, N.Y. for meeting and discussions with wholesalers of produce and USDA officials, February 6, 7th.

Cdn participants received good exposure in the show which was heavily attended & attracted over 10,000 visitors. Expected results over the next 12 months are over U.S. \$1 million worth of business

Show was a worthwhile first effort, as many inquiries were received. We anticipate sales in excess of \$1 million in the coming year.

There was a useful exchange of views. Canadian growers plan additional visits to Hunts Point Market. In addition, Agriculture Canada will arrange program to bring New York buyers to Canada.