

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 :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 IDENTIFICATION PROGRAM.

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

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

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

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

TO INCREASE CANADIAN PRESENCE IN ALBANY AND SURROUNDING AREAS.

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.

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

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

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 -----
- QUARTER: 3 -----
- QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:  
INTRODUCTION OF CANADIAN COMPANIES TO KEY CONTACTS IN CONJUNCTION WITH BROKERS OF FOOD SHOWING THROUGH ATLANTIC CITY MARKET  
CANADIAN COMPANIES WITH APPROPRIATE TECHNICAL SUPPORT WILL BE PLACED TO RECEIVE BID OF FOOD VENDORS WITH PROSPECTIVE DIRECT BUYERS IDENTIFIED TO THEM  
TO CONTACT CANADIAN FIRMS IN ALBANY IN 5 YEARS PERIOD

IDENTIFICATION OF CANADIAN COMPANIES WITH CAPABILITIES TO SUPPLY ON MILITARY MARKET

MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN