

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 :657-KINGSTON

001-AGRI & FOOD PRODUCTS & SERVICE
JAMAICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

IN COOPERATION WITH ONTARIO FOOD PRODUCTS MISSION EXPECTED OCT.
1988 HOLD PRODUCT INFORMATION EVENING FOCUSING ON PORTION CON-
TROL PRODUCTS.

THREE (3) NEW AGENCY AGREEMENTS

PREPARE IN EARLY 1989 UPDATE TO 1986 FOOD PRODUCTS SURVEY AND
CIRCULATE TO MAJOR EXPORTERS.

ALLOW CDN EXPORTERS TO TAKE ADVANTAGE OF NEW
OPPORTUNITIES THAT HAVE DEVELOPED AND CONSUM-
MATE ADDITIONAL SALES.

INVESTIGATE MARKET FOR CANADIAN DAIRY PRODUCTS AND THE POSSIBILI-
TY OF LICENCE MANUFACTURE.

MAKE LARGE CDN FIRMS AWARE OF OPPORTUNITIES
IN THIS AREA AND ARRANGE AT LEAST ONE LICENCE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Direct presentation major processed food impor-
ters to interest them in Canadian suppliers and
buying less than container loads.

Presently trying to source creamed cheese from
major Canadian supplier for major Jamaican
importers.

QUARTER: 3 -----

QUARTER: 4 Direct presentation to major processed food
importers Re: increased procurement from Canada

Introduced representative of McCain's Canada to
C.E.O. of large Jamaican Corp wanting to esta-
blish food distribution company. Indications are
very favourable.