

REPT4D
90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :608-NEW YORK, CONSULATE GENERAL 002-FISHERIES,SEA PRODUCTS & SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

FISH & SHELLFISH & OTHER PROD

FISHERIES RECEPTION WILL BE SCHEDULED FOR 89 & BE FUND PROV.
INTRODUCTION OF 8 NEW PRODUCERS TO WHOLESALERS/IMPORTERS

CALLS WILL BE SCHEDULED REGULARLY ON POTENTIAL OUTLETS IN NY
TO OBTAIN 3-5% MORE SALES VOLUME.

SURVEY FOR UNDER-UTILIZED SPECIES OF FISH WILL BE UNDERTAKEN BUYERS
RESULTS WILL DEPEND ON SPECIES AVAILABLE & REACTION OF

SEPERATE SEAFOOD MKT SURVEY ON BEHALF OF N.S. DEPART OF FISH VOLUME FOR NOVA SCOTIA PRODUCERS
MORE BUSINESS CONTACTS & ADDITIONAL 5% INCREASE IN SALES

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 a) Participation in the New York Seafood Show.
b) Schedule outside calls on food brokers and others.

a) Although some useful contacts were made, the show was a reflection of the poor state of the seafood industry.
b) Inquiries passed on to appropriate suppliers in Canada.

QUARTER: 4 -----

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----