

REPT4D  
90/06/26

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

56

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SOLO FOOD SHOW LOS ANGELES - 25 FIRMS  
DEVELOP BROKER REPRESENTATION FOR THE 25 FIRMS PARTICIPATING

IN THE EVENT.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Natural Foods Expo West  
2.Arizona Retail Grocers  
3.Montreal Furniture Market

1.8 Cdn coys exhibited, 3 possible agency reps.  
2.6 Cdn coys exhibited, 3 appointed brokers.  
3.11 buyers invited, 3 agency agreements confirm

QUARTER: 2 1-Western Restaurant Convention & Exposition  
Info Booth with Cdn manufacturers

1-12 Cdn firms participated, 7 agency agreements  
12 mos sales estimated US\$ 1.3 mil.

QUARTER: 3 -----

QUARTER: 4 1.Assisted and participated in Smitty's Taste of  
Canada Promotion.

1.Direct purchases excess of 505K and 1M in purc  
hases over 12 mos.