

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 :612-WASHINGTON

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	ESTABLISH A DATABASE OF PRODUCT-SPECIFIC DISTRIBUTORS IN FOOD SECTOR.	PROVIDE RELIABLE PRODUCT MATCHING INFORMATION FOR CANADIAN PRODUCERS.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 EXPAND & UPDATE LISTS OF DEALERS, IMPORTERS, DISTRIBUTORS, MFURERS REPS IN MEAT PRODUCTS, PROCESSED FOODS & AGRICULTURAL MACHINERY SUBSECTORS. CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPORTERS IN OVERCOMING NON-TARRIFF BARRIERS.	PURCHASED COMPUTERIZED FOOD TRADE LISTS FOR POST TERRITORY & ESTABLISHED NEW CONTACTS AT PENN FOOD MERCHANTS SHOW IN PITTSBURGH. ASSISTED 14 COMPANIES WITH ADVICE FROM U.S. FDA ON FOOD LABELLING.
	QUARTER: 2 Ongoing export promotion, utilizing recently expanded network of Post industry contacts in key subsectors	Counselled 18 food producers on regional mkt oppor., promoted Food Pacific 88 by direct mail to 300 regional buyers; on-site presence at important agricultural machinery show in PA
	QUARTER: 3 Ongoing export promotion utilizing recently expanded network of Post industry contacts in key subsectors.	Monitored 3 reg food shows to expand Post contacts; provided 18 food cos with POC's for distribution of prod.; assisted NB Prov. Govt. potato promotion; provided POC's at USDA, DOC & area distributors to Quebec Prov. Govt. (NY); dev. profile
	QUARTER: 4 Liaison with Extott, CGEC, and participating cos to coordinate national stand and information booth at regional foodservice show. Post provided briefing, contact lists and market data, and arranged appointments with buyers.	\$12,000 on-site order; \$850,000 projected; distribution pending for 3 companies. All Cdn participants satisfied with results, exposure to new regional market, will support again in 1990.
	QUARTER: 5 Providing info to Cdn industry regarding regulatory/customs assistance as required	Assisted 22 Cdn firms with federal regulatory requirements of U.S. Customs, FDA, Fed. Commerce Commission.
	QUARTER: 6 Providing info to Cdn industry re new trade initiatives & regulatory trends affecting exporters re re. U.S. Customs requirements.	