

REPT4D  
90/01/23

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 :606-LOS ANGELES

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

PLANNING:                   ACTIVITIES PROPOSED IN POST PLAN:                   ANTICIPATED RESULTS:

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

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Natural Foods Expo West                   1.8 Cdn coys exhibited, 3 possible agency reps.  
2.Arizona Retail Grocers                   2.6 Cdn coys exhibited, 3 appointed brokers.  
3.Montreal Furniture Market                   3.11 buyers invited, 3 agency agreements confirm

QUARTER: 2 1-Western Restaurant Convention & Exposition                   1-12 Cdn firms participated,7 agency agreements  
Info Booth with Cdn manufacturers                   12 mos sales estimated US\$ 1.3 mil.

QUARTER: 3 -----

QUARTER: 4 -----