

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 :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

CONTINUE TO WORK WITH INDIVIDUAL COMPANIES
OBTAIN LOCAL SALES REPRESENTATION

CONTINUE TO WORK WITH PROVINCIAL GOVERNMENTS
ASSIST COMPANIES UNDERSTAND LOCAL MARKET AND PLACE PRODUCTS

INT'L FANCY FOOD & CONFECTIONERY TRADE SHOW, SFRAN CDN PAVIL.
50% COS SUCCESSFUL TO OBTAIN LOCAL SALES REPRESENTATION OR

WITH LOCAL REPS

ESTABLISH/INITIATE DIRECT SALES PROGRAM)AS CAN BE APPROP.FOR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Denver Solo Food Show 03 Oct
1a. Western Canada Farm Progress Show, Regina

QUARTER: 2 National stand participation at International
Fancy Food & Confectionary Show w/12 booths,
March 1990.

QUARTER: 3 -----

QUARTER: 4 -----

Canadian cpys will receive exposure to 10,000+
specialty food buyers.