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 :601-BOSTON

REPORT 4

89/02/06

002-FISHERIES, SEA PRODUCTS & SERV. UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

FOLLOW-UP ON FIVE SEMINARS ORGANIZED FOR QUEBEC FISHERIES COMPA- 3 COMPANIES TO ENTER N.E. MARKET. NIES IN NORTHERN QUEBEC AND MAGDELIN ISLANDS.

HIRE NEW COMMERCIAL OFFICER.

START PRODUCING MONTHLY MARKET REPORT ON SEAFOOD, INCLUDING PRICE TRENDS.

ORGANIZE SEMINAR/RECEPTION FOR AQUACULTURE PRODUCERS FROM CANADA (N.E. BUYERS, PROCESSORS, USERS TO ATTEND).

ORGANIZE MAJOR PROGRAM OF VISITS FOR NEW OFFICER RESPONSABLE FOR FISHERIES MARKETING.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 EXTENSIVE VISIT TO ATLANTIC CANADA BY NEW OFFI-CER RESPONSIBLE FOR FISHERIES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

NEW OFFICER SPENT 13 DAYS TRAVELLING TO FACH OF ATLANTIC PROVINCES TO MEET WITH INDUSTRY AND GOVERNMENT REPRESENTATIVES.

CONTINUE TO OFFER EXCELLENT SUPPORT TO INDUS-TRY/GOV'S DESPITE LOSS OF COMMERCIAL OFF. WHO HAD WORKED FOR 22 YRS. IN FISHERIES SECTOR.

DISSEMINATE INFORMATION ON MORE TIMELY BASIS TO INDUSTRY AND GOVERNMENT DEPARTMENTS (FED/ PROV).

COMPETITIVE MARKET PENETRATION FOR CANADIAN

FARMED PRODUCTS - SALMON, MUSSELS, ETC.

INCREASE KNOWLEDGE OF CON FISHERIES CAPABILI-

TIES/ENVIRONMENT.

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