

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 409-B RNE

002-FISHERIES, SEA PRODUCTS & SERV.
SWITZERLAND

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	T) INTRODUCE NEW SPECIES TO IMPORTERS SUCH AS PIKE, WHITEFISH, WALLEYS, INCONNU ETC.. (FOR RESTAURANT MARKET)	CHANGE CONSUMER HABITS
	T) TRY TO OBTAIN PROMOTION PRICES FOR IMPORTERS IN ORDER TO PUSH SPECIES WHERE SUPPLY ABOUND OR PRICES ARE LOW	TO DEVELOP INTEREST AMONG RESTAURATEURS
	T) DISTRIBUTE POSTERS AND CONSUMER PROMOTIONAL BROCHURES ON CDN FISH FOR DISTRIBUTION AT RETAIL OUTLETS	TO INCREASE VISIBILITY ON CDN PRODUCTS BEFORE SWISS CONSUMERS

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
QUARTER: 2	-----	
QUARTER: 3	-----	
QUARTER: 4	-----	