

POST : 608-NEW YORK, CONSULATE GENERAL

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

FOLLOW UP WITH CDN EXHIBITORS WHO PARTICIPATED IN SEPT. 86 ALBANY FOOD SHOW. ALSO DO A MAIL CAMPAIGN TO APPROXIMATELY 40 BROKERS IN AREA.

SERVICE INQUIRIES RECEIVE AT FOOD EXPO '86 IN VANCOUVER.

WORK WITH AGRIC. MKTING BUREAU IN OTTAWA REGARDING STUDY FOR MARKETING FOOD PRODUCTS IN NEW YORK STATE.

IMPLEMENT BUYER IDENTIFICATION PROGRAM IN COOPERATION WITH AG & FOOD BUREAU IN OTTAWA (TAP).

INCREASE CANADIAN PRESENCE IN ALBANY AND SURROUNDING MARKET AREA.

OBTAIN REPRESENTATION AND/OR OTHER REQUESTED INFORMATION FOR THESE MANUFACTURERS.

SELECTION AND APPOINTMENT OF CONSULTANT TO DO STUDY.

PROGRAM IS ONGOING FOR 1 YEAR & OBJECTIVE IS TO DISSEMINATE MARKET INFORMATION RE AVAILABILITY OF CANADIAN PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARED & ORGANIZED "WINE & CHEESE TASTING" RECEPTION TO BE HELD IN CONJUNCTION WITH INTERNATIONAL FANCY FOOD \* CONFECTION SHOW IN JULY. PREPARED FOR THE ALBANY FOOD SHOW TO BE HELD IN SEPT. 87.

QUARTER: 2 ORGANIZATION OF ALBANY FOOD SHOW, SEPT. 87. HOSTING OF WINE AND CHEESE TASTING RECEPTION FOR 500 LOCAL IMPORTERS AND SUPPLIERS.

QUARTER: 3 ASSISTANCE TO MINERAL WATER OF CDA IN INTRODUCING THEIR PRODUCT TO LOCAL MARKET.

QUARTER: 4 PARTICIPATION IN NEW YORK METRO FOOD SERVICE SHOW, MARCH 22-24TH.

INVITED 500 FROM THE LOCAL TRADE TO ATTEND THIS EVENT. BUDGET HAS BEEN APPROVED AND ARRANGEMENTS ARE IN PLACE FOR PARTICIPATION OF 28-36 CANADIAN COMPANIES.

23 CANADIAN COS PARTICIPATED IN THIS EVENT WHICH WAS HIGHLY SUCCESSFUL AND GENERATED MARKETING OPPORTUNITIES ON BOTH SIDES OF THE BORDER. THE EVENT WAS WELL ATTENDED AND A NUMBER OF LEADS ARE BEING ACTIVELY PURSUED.

ORGANIZED RECEPTION ON THEIR BEHALF. EVENT WAS WORTHWHILE & WELL ATTENDED BY TRADE. OBJECTIVE OF FAMILIARIZING POTENTIAL DISTRIBUTORS WITH PRODUCT WAS ACHIEVED.

6 CDN COMPANIES PARTICIPATED IN THIS IMPORTANT SHOW WITH THE OBJECTIVE OF FURTHER PENETRATION OF THE LUCRATIVE METRO NY FOOD SERVICE MARKET. EXHIBITORS REPORTED IMMEDIATE BUSINESS POTENTIAL IN THE RANGE OF \$1 MILLION.