

REPORT 4  
88/03/21

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

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POST : 619-ATLANTA

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN.

ANTICIPATED RESULTS:

ALL SUB-SECTORS

IN-STORE PROMOTION IN PUBLIX SUPER MARKETS, TAMPA, FLORIDA

IMPLEMENTATION OF AN IN-STORE PROMOTION (CANADA WEEK) IN JANUARY 1988 FOR MINIMUM ONE HUNDRED AND FORTY STORES IN THE CHAIN.

ARRANGE MEETINGS IN ATLANTA FOR SPECIALIST IN THE SEED AND TABLE STOCK POTATO SECTORS VISITING ATLANTA.

EXPAND KNOWLEDGE OF SPECIAL INTEREST, PROBLEMS IN TERRITORY.

TRAVEL TO ORLANDO TO A) VISIT THE UNITED FRESH FOOD AND VEGETABLE SHOW AND B) VISIT DISNEY WORLD AND EPCOT FOOD BUYERS.

IDENTIFY CDN EXHIBITORS FOR FUTURE PROJECTS, IDENTIFY DISTRIBUTORS, ESTABLISH PERSONAL CONTACT WITH BUYERS.

INCLUDE MORE PERTINENT INFORMATION REGARDING AGENTS, DISTRIBUTORS, MARKETS AND ACTIVITIES OF CANADIAN COMPANIES IN POST COMPUTER DATA BANK.

HAVE IMMEDIATE INFORMATION AVAILABLE FOR PLANNING AND MARKETING PURPOSES.

FLORIDA INTERNATIONAL FOOD SERVICE SHOW, OCTOBER, 1987.

INTRODUCE FOUR COMPANIES TO THE MARKET. SALES OF 1.5 MILLION (CDN) OVER TWELVE MONTHS.

CONTACT AND VISIT DAIRY/DAIRY CATTLE CONTACTS.

ESTABLISH PERSONAL CONTACTS. INTRODUCE FOUR NEW CANADIAN COMPANIES TO THE TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 DEVELOP CONCRETE PLANS FOR PUBLIX SUPERMARKETS IN-STORE PROMOTION. PARTICIPATE IN PUERTO RICO FOOD AND EQUIPMENT EXPO

DEFINED SCOPE OF PROMOTION, ESTABLISHED DEADLINES TO BE MET, DRAFTED CONTRACT FOR CONSULTANT. INTRODUCED 10 COMPANIES TO MARKET, IDENTIFIED 10 NEW AGENTS, GENERATED \$1 MILLION SALES.

QUARTER: 2 A. ORGANIZE PARTICIPATION IN FL INTERNATIONAL ASSOC. SHOW. B. FURTHER DEVELOP PLANS FOR PUBLIC SUPERMARKETS IN-STORE PROMOTION.

A. EXHIBITORS RECRUITED AND PLANS COMPLETED FOR SHOW PARTICIPATION. B. CONSULTANT HIRED AND PRODUCT IDENTIFICATION BEGUN.

QUARTER: 3 A. ORGANIZE PUBLIX SUPERMARKETS IN-STORE PROMOTION; B. PARTICIPATE IN FLORIDA RESTAURANT ASSOC. SHOW & SEAFARE SOUTHEAST.

A. ORGANIZE PRODUCT TASTINGS & SELECTION OF CDN PARTICIPANTS. PURCHASED \$1M OF CDN FOOD PRODUCTS B. BOTH SHOWS COMPLETED SUCCESSFULLY WITH EXCELLENT RESULTS IN SALES & CONTACTS. POTENTIAL ANNUAL SALES OVER \$1M.

QUARTER: 4 -----