REPT4D 90/06/26

## 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

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POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

SUB-SECTOR: 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 ANTICIPATED RESULTS:

THEY CREEK, MILLINGTON TRAVERAL BUILDE

WITH LOCAL REPS

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

- 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 INTN'L FANCY FOOD & CONFECTION SHOW 4-6MARCH90 SUPERVSED.& CO-ORD.DESIGN & INSTALL. OF CDN PAVILLION & LIAISED & ASSOC. ACTVS. 12 CDN EXHIB 2. NEXUS CATTLE EXPORTERS TO NATIONAL WESTERN LIVESTOCK SHOW. Canadian cpys will receive exposure to 10,000+ specialty food buyers.

QUARTERLY RESULTS REPORTED:

OUTSTNDING PAVIL. ATTRACTED MJR SHOWCROWDS WITH POTENTIAL SALES O/12 MTHS OF \$.5M. PRE-REGISTR. INCR. 30% FM 15,000 TO 19,000. 2.ALL MISSION MEMBERS LEARNED OF CUSTOMS & SHIPPING REGRMTS. SOME BREEDING STOCK SOLD.

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