

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

POST :610-SAN FRANCISCO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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

WITH LOCAL REPS

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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 cpy's will receive exposure to 10,000+
specialty food buyers.

OUTSTANDING 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 REQRMTS. SOME BREEDING STOCK SOLD.