

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 : 658-BRIDGETOWN

001-AGRI & FOOD PRODUCTS & SERVICE  
BARBADOS

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

COMPLETION OF PROPOSED LOCAL JOINT VENTURE PROCESSED FOODS MAJOR BARBADIAN INDUSTRIAL GROUP.

AN ADDITIONAL CANADIAN INVESTMENT & TECHNOLOGY TRANSFER IN TERRITORY PLUS MATERIALS FROM CANADA.

DAIRY PRODUCTS: PROMOTIONAL ACTIVITIES TO ATTEMPT TO REGAIN MARKET SHARE FOR CHEESE, MILK POWDER AND OTHER DAIRY PRODUCTS.

DOUBLE CURRENT EXPORTS OF CHEESE IN 1987.

AGRICULTURAL DIVERSIFICATION: INVESTIGATION OF OPPORTUNITIES ARISING IN GOV'T PROGRAM TO DIVERSIFY AWAY FROM SUGAR.

SALES OF AGRICULTURAL MACHINERY & EQUIPMENT FERTILIZERS & PESTICIDES, POSSIBILITY OF CONSULTING SERVICES THROUGH CDB FINANCED STUDY.

WORK WITH LOCAL DISTRIBUTOR TO INTRODUCE CANADIAN WINES TO TERRITORY.

NEW BUYING CONNECTIONS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 WORKING WITH CDN REGIONAL REP TO INTRODUCE CDN WINES TO TERRITORY.  
3 CDN FIRMS ATTEMPTING TO PREQUALIFY CDB FUNDED CROP DIVERSIFICATION PROJECTS.

ARRANGEMENT PENDING WITH LOCAL DISTRIBUTOR. ONE CDN FIRM AND LOCAL PARTNER AWARDED CONTRACT.

QUARTER: 2 WORKING WITH CDN REGIONAL REP. TO INTRODUCE CDN WINES IN TERRITORY.  
-ARRANGEMENTS FOR ONTARIO FOOD SERVICE PRODUCTS MISSION.

STILL PENDING. CHANGES IN TARIFF STRUCTURE MAY NEGATE FEASIBILITY. IN HAND FOR MISSION TO ANTIGUA AND BARBADOS DURING OCTOBER.

QUARTER: 3 COMPLETION JOINT VENTURE PROCESSED FOODS. DAIRY PRODUCTS PROMOTIONAL ACTIVITIES.

JOINT VENTURE AGREEMENT COMPLETED BETWEEN DONMAR FOODS OF MARKHAM & GODDARD GROUP OF D'DOS. (SUGAR PRODUCTS, JAMS, JELLIES, FOOD POWDERS). OPPOR. IDEN FOR SKIM MILK POWDER, NEW AGENCY AGREEMENT FOR CHEESE.

QUARTER: 3 DAIRY PRODUCTS/AGRICULTURAL DIVERSIFICATIONS

FACILITATED SALE & DELIVERY OF ADDITIONAL HOLSTEIN CATTLE FROM CDA. ARRANGED & COORDINATED ONT. FOOD PRODUCTS MISSION & EXHIBITION IN ANTIGUA & BARBADOS.

QUARTER: 4 -----