

REPT4D  
90/04/05

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 :612-WASHINGTON

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

PLANNING:                    ACTIVITIES PROPOSED IN POST PLAN:                    ANTICIPATED RESULTS:

EXPAND DIST/BROKER NETWORK & QUALIFY DIST INT IN CDN FOOD/BEV  
PROVIDING CDN COMP WITH INCREASINGLY RELIABLE CONTACT BASE

FOR DISTRIBUTION IN TERRITORY.

WINE TASTING FOR LOCAL DIST/IMPORTERS, RETAILERS.  
INCREASE POTENTIAL FOR DISTRIBUTION OF SALES IN LUCRITIVE

WASHINGTON MARKET PLACE.

AGRICULTURE MACH,EQUIP,TOOLS

DEVELOP & INCREASE DATA BASE FOR AGENTS/DISTRIBUTORS  
ENHANCED MARKET PENETRATION

INCREASED TRADE SHOW ATTENDANCE  
TO GENERATE MORE EFFECTIVE BUYING CONNECTIONS

VISIT PROGRAM TARGETTED AT DISTRIBUTORS

TRACKING:                    ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 Assistance to 10 Canadian cos and 26 U.S.  
importers seeking buyer/supplier connections.  
Liaised with US For. Ag.Service and obtained  
ANUGA'89 U.S. exhib.list to aid B.C. Min. Ag.  
in promoting Food Pacific '90 thru on-site hosp.

QUARTER: 2 Liaison with Ont.Min. Ag&Food at Natl Candy  
Wholesalers Show-4 participating Ont. exhibitors  
Natural Foods industry guide purchased. Planning  
for Ont. Food Show at Embassy Jan 1990 and NS at  
East-South Rest/Hosp. Show March 1990.

QUARTER: 3 Visited Mid-Atlantic Foodservice Show; consider-  
able assistance to UTE in support of natl stand  
at East-South Show. Supported Govt.Ontario trade  
mission to Washington by organizing trade rec.  
at Emb for 22 food & bev.companies.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

Continued enlightenment for Cdn cos on market  
trends and distribution. Excellent contacts for  
B.C. provincial govt to promote B.C. food mfrs  
and major food show in province next summer.

26 sourcing inquiries actioned.  
Buying connections and marketing  
assistance to 11 Canadian food and ag. suppliers  
Market research provided to 2 provincial govt  
ag. depts.

Industry contacts expanded; 8 buying connections  
established. Study of wholesale food distr.  
patterns in region obtained and distributed to  
UTE, Agcan, ITCs. Results of Ont. mission and  
E-S Show next quarter.