

REPORT 4
89/10/10

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

OUR SOLO FOOD SHOW WHICH ATTRACTS BETWEEN 50-70 FIRMS ANNUALLY
WILL CONTINUE TO BE MAIN ACTIVITY IN SECTOR.

HALF OF EXHIBITORS ARE NEW TO MARKET EACH
YEAR AND 12 MONTH SALES PROJECTIONS EXCEED
\$1 MILLION EACH YEAR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 Buffalo Solo Food Show, Sept. 15, 1988

55 co. particip. in the show of which 29 were
new exhibitors. Of those co. that responded to
show quest. (20), to date, ann. sales projection
are approx. 1.5 M. 5 new reps were est. w/7 co.
so far working on future contacts.

QUARTER: 3 -----

QUARTER: 4 P.R.O.F.I.T. Mission March 14-15, 1989

Sponsored by Ontario Department of Agriculture
with local assistance from the consulate. For-
mat of program, info provided and guest speaker
were well received. Tour of Premier Cheese &
Gourmet Food Inc. provided new potential to many