

REPORT 4
88/10/21

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 :605-DETROIT

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:
ALL SUB-SECTORS

UPDATE OF DETROIT GROCERY PRODUCT MARKET.
SEVEN INFORMAL PRESENTATIONS OF FOOD PRODUCTS TO AGENYS, BROKERS, HOTEL FOOD MANAGERS, INCLUDING SEAFOOD WHOLESALERS AND RESTAURANT OWNERS.
WINE PROMOTION AT ANNUAL ASSOCIATED FOOD DEALERS ASSOCIATION IN DETROIT WITH SIMILAR PROGRAM IN INDIANAPOLIS.
SOLO FOOD PRESENTATION FEATURING 30 CANADIAN PROCESSED FOOD AND BEVERAGE MANUFACTURERS.

EXPECTED TO BE COMPLETED BY FIRST QUARETER 1988.
INCREASED PROFILE FOR PROCESSED FOODS SECTOR, AND ENTRY OF 8 NEW PRODUCTS INTO MARKET.
3 NEW WINE PRODUCTS INTRODUCED INTO TERRITORY
INTRODUCED NEW PRODUCT LINES TO U.S. AGENTS, BROKERS AND WHOSALERS, DISTRIBUTORS, FOOD STORE PURCHASING PERSONNEL IN TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----
QUARTER: 2 -----
QUARTER: 3 -----
QUARTER: 4 -----

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