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 : 612-WASHINGTON

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

# PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ESTABLISH A DATABASE OF PRODUCT-SPECIFIC DISTRIBUTORS IN FOOD SECTOR.

#### ANTICIPATED RESULTS:

PROVIDE RELIABLE PRODUCT MATCHING INFORMATION FOR CANADIAN PRODUCERS.

QUARTERLY RESULTS REPORTED:

PURCHASED COMPUTERIZED FOOD TRADE LISTS FOR POST

ASSISTED 14 COMPANIES WITH ADVICE FROM U.S. FDA

TERRITORY & ESTABLISHED NEW CONTACTS AT PENN

FOOD MERCHANTS SHOW IN PITTSBURGH.

ON FOOD LABELLING.

# TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 EXPAND & UPDATE LISTS OF DEALERS, IMPORTERS, DIS-TRIBUTORS, MFURERS REPS IN MEAT PRODUCTS, PROCES-SED FOODS & AGRICULTURAL MACHINERY SUBSECTORS. CONTINUING ASSISTANCE, ESPECIALLY TO NEW EXPOR-TERS IN OVERCOMING NON-TARRIFF BARRIERS.

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