

Export and Investment Promotion Planning System

MISSION: 603 CLEVELAND

COUNTRY: 577 UNITED STATES OF AMERICA

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- support provided by the PEMD program
- participation in trade fairs
- participation in trade missions
- use of Canadian Government export promotion activities
- use of provincial governments export promotion activities
- competitive export pricing for this market
- strong sectoral capability in Canada

For the next fiscal year, the Trade Office is planning to undertake the following new export support initiative(s) in this sector (sub-sector):

Activity: AS FOLLOW-UP TO YEARLY SOLO FOOD SHOW POST WILL CONTINUE TO SUPPORT INDIVIDUAL CO'S THROUGH SERACHES AND INTRODUCTION OF FOOD BROKERS/DISTRIB. & CHAIN STORES WITH VIEW TO MAKING APPROPRIATE MATCHES.

Results Expected: INCREASED BUYING CONNECTIONS , SALES
DISTRIBUTION AGREEMENTS AND ESTABLISHMENT
OF PRODUCTS IN STORES.