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 :608-NEW YORK, CONSULATE GENERAL 001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
SEMI & PROCESSED FOOD & DRINK	
TAP HAS DECIDED TO CONTINUE BUYER INDENTIFICATION PROGRAM.	OUR BASIS OF CURRENT PROGRAM EXPECT 50 TO 75 FOOD VENDORS WILL HAVE PROSPECTIVE DIRECT BUYERS IDENTIFIED TO THEM.
WE WISH TO UNDERTAKE AN IDENTIFICATION SURVEY OF FOOD BROKERS AT SOUTHERN NEW JERSEY WHICH FALLS TO US WITH THE CLOSING OF PHILADELPHIA.	SUFFICIENT INTEREST WILL PROMPT ORGANIZATION OF FOOD SHOWING IMPORTANT ATLANTIC CITY MARKET POSSIBILITY IN CONJUNCTION WITHPROVINCES.
FOLLOW-UP WITH CANADIAN EXHIBITORS FROM 87 ALBANY SOLO FOOD SHOW.	TO INCREASE CANADIAN PRESENCE IN ALBANY AND SURROUNDING AREAS.
US MILITARY MARKET FOR FOODSTUFF IS VIRTUALLY BILLION OF $'S AND GO AFTER THE MILITARY MARKET FOR FOODSTUFF THROUGH ESTABLISHMENT OF CONTACTS AND IDENTIFICATION OF SPECIALISTS FOR THIS AREA.	TO INTRODUCE A MINIMUM OF 25 FIRMS TO MILITARY SALES SYSTEMS.
CONCENTRATED EFFORT IN THE FOOD SERVICE PRODUCTS AREA ESPECIALLY TO DETERMINE THE POTENTIAL FOR CANADIAN COMPANIES.	TO INTRODUCE AS MANY NEW FIRMS AS POSSIBLE TO THE FOOD SERVICE OR INSTITUTIONAL MARKET IN OUR AREA.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -----	
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	