

REPT4D  
89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

74  
REF ID: A66112

POST :610-SAN FRANCISCO

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

POST :610-SAN FRANCISCO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

TEXT

CONTINUE TO WORK WITH INDIVIDUAL COMPANIES  
OBTAIN LOCAL SALES REPRESENTATION

ASSIGNMENT OF PRODUCT FOR SPECIFIC MKT. TERRITORY ARE TO BE

CONTINUE TO WORK WITH PROVINCIAL GOVERNMENTS  
ASSIST COMPANIES UNDERSTAND LOCAL MARKET AND PLACE PRODUCTS

WITH LOCAL REPS  
APPROX. REP. LOCATOR MISSION TO TERRITORY - 8-15 COMPANIES  
NEW AGENT APPOINTMENTS WITH PROSPECTS FOR 3M-YR ANNUAL

INT'L FANCY FOOD & CONFECTIONERY TRADE SHOW, SFRAN CDN PAVIL.  
50% COS SUCCESSFUL TO OBTAIN LOCAL SALES REPRESENTATION OR

ESTABLISH/INITIATE DIRECT SALES PROGRAM) AS CAN BE APPROP. FOR

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Denver Solo Food Show 03 Oct  
1a. Western Canada Farm Progress Show, Regina

WESTERN VISITATION (SFRAN-MAR-89) SHOWS PROMISING SALES INTENT

QUARTER: 2 -----

LEISURE FOOD TOOLS HARDWARE NOT AVAILABLE FOR DEMO BY 200M

QUARTER: 3 -----

CONTINUE PUBLISHING SPORTING GOODS - RESEARCH (IN-HOUSE)  
NOTIFY REPS. DISTRIBUTORS AMERICAN SPORTS PRODUCTS (ASPP)

QUARTER: 4 -----

INT'L MARINE EXPO HELD IN CONN. W/OLDER DATE PAPER SALE BOAT  
CON MANUFACTURERS WILL HAVE OPPORTUNITY TO DISPLAY GOODS TO

TRACKING	ACTIVITIES UNDERTAKEN IN QUARTER	QUARTERLY RESULTS REPORTED
QUARTER: 1	1. Denver Solo Food Show 03 Oct 1a. Western Canada Farm Progress Show, Regina	WESTERN VISITATION (SFRAN-MAR-89) SHOWS PROMISING SALES INTENT
QUARTER: 2	-----	LEISURE FOOD TOOLS HARDWARE NOT AVAILABLE FOR DEMO BY 200M
QUARTER: 3	-----	CONTINUE PUBLISHING SPORTING GOODS - RESEARCH (IN-HOUSE) NOTIFY REPS. DISTRIBUTORS AMERICAN SPORTS PRODUCTS (ASPP)
QUARTER: 4	-----	INT'L MARINE EXPO HELD IN CONN. W/OLDER DATE PAPER SALE BOAT CON MANUFACTURERS WILL HAVE OPPORTUNITY TO DISPLAY GOODS TO