

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 613-BUFFALO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

THROUGH THE INCREASINGLY POPULAR NEB PROGRAM JOINTLY SPONSORED BETWEEN BUFFALO AND THE PROVINCES OF ONTARIO AND QUEBEC IDENTIFY NEW AND POTENTIAL PROCESSED FOOD EXPORTERS.

OBTAIN UP TO DATE LISTING OF ALL FOOD BUYERS IN 5 MAJOR GROCERY CHAINS.

UPDATE UPSTATE NEW YORK FOOD MARKET PROFILE.

A MINIMUM OF 10 NEW EXPORTERS INTO THE TERRITORY AND AT LEAST \$1-2 MILLION INCREMENTAL SALES.

PROVIDE MORE ACCURATE & BROADER RANGE OF BUSINESS CONTACTS FOR UP TO 300 NEW EXPORTERS EXPECTED TO VISIT THE POST TERRITORY IN NEXT 12 MONTH.

EXPANSION & UPDATING OF EXPORTERS INFORMATION VIS-A-VIS INFORMATION ON LABELLING, FDA APPROVALS ETC. ENABLING EXPORTERS TO BETTER MEET MARKET ACCEPTANCE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 HOSTED ONTARIO MINISTRY OF AGRICULTURE PROFIT (FOOD) MISSION COMPOSED OF 21 COMPANIES.

QUARTER: 2 HOSTED QUEBEC NEBS (RED MEAT) MISSION OF 13 COMPANIES AT PLATTSBURGH, NEW YORK.

QUARTER: 3 BUFFALO SOLO FOOD FAIR, OCTOBER 1, 1987

QUARTER: 4 -----

EDUCATIONAL PROGRAM.

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54 CDN FIRMS PARTICIPATED IN THE SHOW OF WHICH 29 WER ENW. 300 PEOPLE VISITED THE SHOW AND SALES RESULTS ARE STILL BEING COMPILED BY UTE.