

REPT4D
90/01/23

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

POST :606-LOS ANGELES

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SOLO FOOD SHOW LOS ANGELES - 25 FIRMS IN THE EVENT.
DEVELOP BROKER REPRESENTATION FOR THE 25 FIRMS PARTICIPATING

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Natural Foods Expo West 1.8 Cdn coys exhibited, 3 possible agency reps.
 2.Arizona Retail Grocers 2.6 Cdn coys exhibited, 3 appointed brokers.
 3.Montreal Furniture Market 3.11 buyers invited, 3 agency agreements confirm

QUARTER: 2 1-Western Restaurant Convention & Exposition 1-12 Cdn firms participated,7 agency agreements
 Info Booth with Cdn manufacturers 12 mos sales estimated US\$ 1.3 mil.

QUARTER: 3 -----

QUARTER: 4 -----