

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 :435-COPENHAGEN

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
DENMARK

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

BREEDING STOCK.ENCOURAGE CDN SUPPLIERS TO MRKT IN DEN. DUE TO VET. REG.S
MAINTAIN NEWLY OPENED MARKET PREVIOUSLY IN DANGER OF CLOSURE

COMT TO INTROD & ASSIST GREENLAND BUYERS IN SOURCING IN CDA DOUBLE PRES.CDN SALE
IF TRANSPORTATION LINKS MAINTAINED OR EXPANDED EXPECT TO

AS FOLLOW UP TO SIAL 88.INTRODUCE FRUIT SNACK FOOD TO DEN.
COVERAGE OF DANISH MARKET WITHIN A YEAR

ASSIST CDN COS INTERESTED IN DANISH AG/FOOD PROCESSING TECH.
MARKET MAINTENANCE WITH SOME POSSIBILITY OF EXPANSION

DETAILED ANAL OF N.A. EXPORTS TO DEN. TO ALERT CDN/NEW OPPTS. OF MARKET.
DIVERSIFICATION OF PRODUCTS THUS INCREASING CANADIAN SHARE

INVESTIGATE LOSS OF \$10M EXPORT OF PANCREATIC GLANDS/INSULIN
REGAIN LOST MARKET SHARE.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -Herring UNGSKUET exhibition. Ont.Govt.had info
booth which post assisted by manning.
- Feed Pea Mission June 21-26

- Promoted Cdn Hereford cattle which took all
top honours at show.
- Promoted use of Cdn feed peas and explored
tech transfer prospects.

QUARTER: 2 -Assist Cdn firms in preparing for participation
in Canada days in Greenland Sep 29 to Oct 1.
-Introduce Fruit Snack Food to Danish market.

-With leadership of EXTOTT/TPS and ITCMCTON 10
Cdn firms participated.
-Unsuccessful. Market is dead due to Danish
tariffs, luxury tax and markups.

QUARTER: 3 1) Attended ANUGA Fair
2) Met w. major customer re Cdn maple sugar
supplier situation.
3) Post/ITCMCTON follow up with KNI Greenland

1) Update info on current S/D picture with key
Cdn/Dk firms. 2) Customer now aware of Cdn
industry. Invited buyers to Cda, firm declined.
3) KNI has appointed buyer for Cdn from 1/90 -
has already increased Cdn purchases.

QUARTER: 4 1. Follow up fm SIAL 88 with Cdn suppliers.
2. Investigate loss of Pancreatic glands/insulin
market.
3. Met and briefed new Royal Greenland Trading
buyer for sourcing fm N Am.

1. Dk could become principal focus for Cdn wild
rice sales in Europe.
2. Situation has been resolved.
3. Increased sales. Visit to Cda planned May90.