

OCT 11 1989

For Six Month Period Ending \_\_\_\_\_  
(insert date)

Name of Registrant

Registration No. 2087

GOVERNMENT OF ONTARIO, CANADA

Business Address of Registrant

800 Third Avenue, Suite 2800  
New York, New York 10022

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- (1) Residence address Yes  No
- (2) Citizenship Yes  No
- (3) Occupation Yes  No

(b) If an organization:

- (1) Name Yes  No
- (2) Ownership or control Yes  No
- (3) Branch offices Yes  No

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name

Position

Date Connection Ended

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 DIVISION OF INVESTIGATION  
 FEDERAL BUREAU OF INVESTIGATION  
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 ATTORNEY GENERAL'S OFFICE  
 FEDERAL BUREAU OF INVESTIGATION

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?  
Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?  
Yes  No

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name of foreign principal

Date of Termination

9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes  No

If yes, furnish following information:

Name and address of foreign principal

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

GOVERNMENT OF ONTARIO, CANADA

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes  No

If yes, identify each such foreign principal and describe in full detail your activities and services:

THE FOREIGN PRINCIPAL'S ACTIVITIES AND SERVICES ARE CONCENTRATED IN THREE CATEGORIES:

1. TOURISM - OUR OFFICE PROVIDES TRAVEL COUNSEL, MAPS, DESCRIPTIVE LITERATURE, ETC. TO INDIVIDUALS, TOURIST BUREAUS AND OFFICES.
2. INDUSTRIAL DEVELOPMENT - OUR OFFICES HAVE, DURING THE SIX MONTHS, COUNSELLED NUMEROUS U.S. CORPORATIONS WISHING TO EXPAND PRODUCTION FACILITIES IN THE PROVINCE OF ONTARIO, TO SERVE THE CANADIAN MARKET AND OTHER WORLD MARKETS. THIS CONSISTS MAINLY OF SUPPLYING THE NECESSARY DATA REQUIRED FOR ANALYSIS AND FEASIBILITY STUDIES.
3. MARKETING - OUR OFFICES WERE ENGAGED IN THE PROMOTION AND SALE OF ONTARIO MADE PRODUCTS IN THE US MARKET AREAS. MANY ONTARIO BASED COMPANIES WERE ASSISTED IN MAKING CONTACT WITH U.S. BUYERS, MANUFACTURERS, REPRESENTATIVES, AGENTS AND DISTRIBUTORS.

SEE ATTACHED "ACTIVITIES" FOR DETAILS

<sup>1</sup>The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100a(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> as defined below?

Yes  No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes  No

If yes, describe fully.

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<sup>2</sup>The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV—FINANCIAL INFORMATION

## 14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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"REFER TO ATTACHED STATEMENT OF EXPENDITURES"

(WE ARE REIMBURSED FOR THESE AMOUNTS BY GOVERNMENT OF ONTARIO,  
QUEENS PARK, TORONTO, ONTARIO, CANADA)

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Total

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## (b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes  No

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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<sup>3</sup>A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).  
<sup>4</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS—MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement?      Yes       No

(2) transmitted monies to any such foreign principal?      Yes       No

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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"SEE ATTACHED" (GOVERNMENT OF ONTARIO, STATEMENT OF EXPENDITURES)

\_\_\_\_\_  
Total

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes  No

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes  No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

<sup>5</sup>Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

SEE ATTACHMENT "GOVERNMENT OF ONTARIO, CANADA, STATEMENT OF EXPENDITURES"

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches

Other (specify) INDEPENDENT BUSINESS REPRESENTATIVE

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) \_\_\_\_\_

21. What language was used in this political propaganda:

- English
- Other (specify) \_\_\_\_\_

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes  No

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes  No

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

- Exhibit A<sup>6</sup> Yes  No
- Exhibit B<sup>7</sup> Yes  No  NOT APPLICABLE

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes  No

NOT APPLICABLE

If yes, have you filed an amendment to these exhibits? Yes  No

If no, please attach the required amendment. NOT APPLICABLE

<sup>6</sup>The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

<sup>7</sup>The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period. Yes  No

NOT APPLICABLE

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT


Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes  No

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

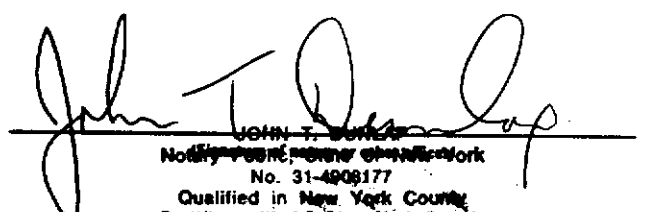
(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

X   
DESMOND BENFIELD  
DIRECTOR - EASTERN U.S.A.

Subscribed and sworn to before me at NEW YORK, NY

this 9<sup>th</sup> day of NOVEMBER, 19 89

  
JOHN T. DWYER  
Notary Public, State of New York  
No. 31-4908177  
Qualified in New York County  
Certificate filed in New York County

<sup>1</sup>The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, or bylaws of the registrant organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

**U.S. DEPARTMENT OF JUSTICE**  
**REPORT**

**GOVERNMENT OF ONTARIO/CANADA**  
**SUMMARY OF ACTIVITIES OF ALL U.S. OFFICES**  
**APRIL 1, 1989 - SEPTEMBER 30, 1989**

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U.S. DEPARTMENT OF JUSTICE

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JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: APRIL, 1989

Ontario Companies Assisted: 51

Met with the following U.S. Companies to discuss investment opportunities:

1. Arco Chemical, Philadelphia, PA
2. PACT, Philadelphia, PA
3. Grumman Corp., Long Island, NY
4. Martin Marietta Int'l, Bethesda, MD
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The following U.S. Agents were appointed to sell Ontario goods: 6

1. E. Jay Smith Builders, Inc., 1464 Ingleside Avenue, McLean, V.A.
2. Ace Hi Supply Co. Ltd., 1236 Utica Avenue, Brooklyn, NY 11203
3. National Industry Hardware, 462 W. 4th Street, Phil., PA
4. Joy Accessories Ltd., 190 Vinegard Avenue, Newington, CT
5. Lou Associates, 112 West 34th Street, New York, NY 10022
6. Joy Accessories Ltd., 190 Vinegard Avenue, Newington, CT
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Staff attended: \_\_\_\_\_ Trade Shows.  
\_\_\_\_\_ Consular Visits.  
\_\_\_\_\_ Seminars.  
\_\_\_\_\_ Others.

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JUSTICE DEPARTMENT REPORT  
SUMMARY OF ACTIVITIES  
OFFICE: NEW YORK

MONTH: JULY, 1989

Ontario Companies Assisted: 54

Met with the following U.S. Companies to discuss investment opportunities:

1. General Dynamics, DIO, Washington, D.C.

The following U.S. Agents were appointed to sell Ontario goods: 13

1. Fred Gilbert & Assoc., Westport, CT

2. AT&T, Whippany, NJ

3. Life Boat Assoc., Tarrytown, NY

4. Coresoft, Tarrytown, NY

5. Life Boat Assoc., Shrewsbury, NY

6. Software Solutions, NY

7. Medco Computer Systems, Midlothian, VA

8. Meyer Seed Co., 600 S. Caroline Rd., Baltimore, MD 21231

9. Geo K. Groff Inc., 224 Maple Avenue, Bird in Hand, PA 17505

10. Meyer Seed Co., 600 S. Caroline Rd., Baltimore, MD 21231

Staff attended: \_\_\_\_\_ Trade Shows.

\_\_\_\_\_ Consular Visits.

\_\_\_\_\_ Seminars.

\_\_\_\_\_ Others.







## MINISTRY OF INDUSTRY, TRADE AND TECHNOLOGY

## STATEMENT OF EXPENDITURES - U.S. OFFICES

FOR THE SIX MONTHS ENDED SEPTEMBER 30, 1989

	New York	Chicago	Los Angeles	Atlanta	Dallas	Boston	TOTAL
<b>FOREIGN SERVICE ALLOWANCES</b>							
Salary Equalization Adjustment	17,560	4,682	5,430	3,936	1,662	9,414	42,684
Foreign Service Premium	16,312	10,360	9,268	7,095	6,074	14,442	63,551
Rent Allowance	103,776	20,542	58,316	9,748	8,603	50,011	250,996
Representation Allowance	6,833	3,602	3,602	2,856	2,296	5,012	24,201
Utility Allowance	2,364	1,388	2,110	1,822	2,722	2,803	13,209
Education Allowance	411	1,436	3,989	0	514	179	6,529
Incidental Allowance	0	0	0	0	0	0	0
Relocation Expenses	0	6,797	1,167	0	419	232	8,615
<b>TRANSPORTATION &amp; COMMUNICATIONS</b>							
Communications	18,763	19,934	15,293	5,558	5,599	17,954	83,101
Mailing	2,936	3,374	1,050	902	677	4,362	13,301
Transportation of Goods	3,373	1,213	1,877	1,158	1,217	2,120	10,958
Staff Travel	38,137	17,027	21,942	10,030	10,260	9,720	107,116
Hospitality	29,799	5,278	1,927	825	1,082	477	39,388
Advertising	3,200	0	0	1,090	2,673	0	6,963
Exhibits & Fairs	284	0	201	888	2,552	0	3,925
Publication's Printing	1,032	349	0	739	0	1,730	3,850
<b>RENTAL</b>							
Office Equipment	507	1,958	341	769	2,478	2,996	9,049
Photocopying & Printing	2,440	1,202	1,526	1,130	1,926	0	8,224
Physical Assets	674,288	36,952	64,652	51,969	55,292	71,444	954,597

MINISTRY OF INDUSTRY, TRADE AND TECHNOLOGY  
 STATEMENT OF EXPENDITURES - U.S. OFFICES  
 FOR THE SIX MONTHS ENDED SEPTEMBER 30, 1989

	New York	Chicago	Los Angeles	Atlanta	Dallas	Boston	TOTAL
<b>REPAIRS</b>							
Building and Land	0	0	0	0	0	0	0
Machinery & Equipment	2,294	0	2,633	165	548	2,147	7,787
<b>PRESENTATION &amp; SEMINARS</b>	0	0	0	0	0	0	0
<b>INSURANCES</b>	555	3,213	0	0	1,918	0	5,686
<b>OTHER SERVICES</b>	2,426	5,035	1,094	2,807	627	5,104	17,093
<b>SUPPLIES AND EQUIPMENT</b>							
Office Equipment	2,284	0	305	0	0	11,842	14,431
Office Supplies	8,562	2,114	3,638	1,117	2,223	5,790	23,444
EDP Supplies	0	0	0	25	0	1,293	1,318
EDP Equipment	0	0	0	0	0	0	0
EDP Software	0	0	0	0	0	0	0
Computers PC	158	0	0	0	0	7,775	7,933
DP System and Software	567	0	410	0	267	1,160	2,404
Promotional Items	0	0	0	0	0	0	0
Other Supplies	2,929	3,868	4,544	730	2,580	1,192	15,843
Other Equipment	0	0	0	0	0	0	0
<b>TOTAL EXPENDITURE</b>	<b>1,406,163</b>	<b>4,14,248</b>	<b>352,197</b>	<b>278,050</b>	<b>272,513</b>	<b>442,166</b>	<b>3,165,337</b>

WALTER G.D. STOTHERS

REPORT FOR THE DEPARTMENT OF JUSTICE

APRIL 1, 1989 - SEPT. 30, 1989

<u>Date:</u>	<u>Place/Event</u>
4/5/89	<u>Edison, New Jersey</u> Attend and speak at Woodlaw-Hartridge High School Topic: Acquainting students with Canada
4/17/89	<u>Ontario House, New York</u> Meetings with Bruce Graham, Niagara Region - offer assistance with U.S. activities
4/18/89	<u>Albany, New York</u> Attend Second Annual Rural New York Showcase reception
4/25/89	<u>Pleasantville, New York</u> Attend as guest speaker Canada Day at Pace University Bringing Canadian Focus to Pace University
4/25/89	<u>New York, N.Y.</u> Attend Reception at the Canadian Consulate General - "Showcase of Gold" To meet with tourism representatives from Ottawa and Eastern Ontario
4/26/89	<u>New York, N.Y.</u> Attend Luncheon at the Americas Society for the Eighth Annual Canada-U.S. Press Panel
4/30/89	<u>Boston, Massachusetts</u> Attend meetings with the Minister of Tourism, Hugh O'Neil Media Reception - Four Seasons Hotel approximately 50 guests comprised of travel, arts, entertainment and lifestyle media  Breakfast meeting with Air Canada's New England Manager and Consulate Tourism Staff

<u>Date:</u>	<u>Place/Event</u>
5/2/89	<u>Boston, Massachusetts:</u> Luncheon meeting with Director of Massachusetts Office of Travel and Tourism
5/5/89	<u>New York, N.Y.</u> Attend meeting with New York Board of Trade
5/16/89	<u>Ontario House, New York</u> Reception marking the publication of "Stress for Success" by Canadian Author, Peter G. Hanson, M.D.
5/17/89	<u>Ontario House, New York</u> Meeting with John Carson, Webcraft Company to inform about OHNY activities and to offer assistance
5/23/89	<u>Grand Rapids, Michigan</u> Attend Luncheon as keynote speaker at The Economic Club of Grand Rapids Topic: Ontario, the Trading Province
5/24/89	<u>New York, N.Y.</u> Attend luncheon with Paul Levesque, Rothchilds/Re: Premier's upcoming visit to Paris, France
5/31/89	<u>New York, N.Y.</u> Reception at Deputy Consul General's residence honoring "Red" Kelley winner of the 1989 Canadian Society Hockey Award

<u>Date:</u>	<u>Place/Event</u>
6/1/89	Attend Dinner at the Waldorf Astoria in honor of "Red" Kelley 1989 Recipient of Hockey Achievement Award
6/5/89	<u>Boston, Massachusetts</u> Attend June meeting of the New England Entrepreneurship Council, Inc.
6/7/89	<u>Ontario House, New York</u> Reception for Minister Monte Kwinter and The International Association of Great Lakes Ports/Trade Promotion
6/8/89	<u>New York, N.Y.</u> Breakfast Meeting at The Metropolitan Club to meet with The Honourable Monte Kwinter, Minister of Industry, Trade and Technology and New York Businesspeople
6/8/89	<u>New York, N.Y.</u> Meeting at Salomon Brothers Briefing on the U.S. Economy
6/8/89	<u>New York, N.Y.</u> Attend luncheon at the Waldorf-Astoria with the National Bank of Canada Topic: Events in Canada
6/8/89	<u>New York, N.Y.</u> Attend exhibit of Canadian Eskimo and Indian Art at Enook Galleries, Inc.
6/12/89	<u>Decatur, Illinois</u> Attend the U.S. Dept. of Commerce, International Trade Administration seminar on Marketing and Investing in Ontario
6/13/89	<u>Lisle, Illinois</u> Attend Naperville Area Chamber of Commerce The Lisle Chamber of Commerce and the U.S. Dept. of Commerce International Trade Administration seminar on marketing and investing in Ontario

Date:

Place/Event

6/28/89

New York, N.Y.  
Attend Canada Day Celebrations  
at the Metropolitan Club

6/28/89

New York, N.Y.  
Luncheon with Business Development  
Consultant, Ontario House  
Re: Upcoming programs and events

<u>Date:</u>	<u>Place/Event</u>
7/12/89	<u>New York, N.Y.</u> Attend reception at residence of Canadian Consul General, Anthony Eyton
7/17/89	<u>New York, N.Y.</u> Attend taping of tourism video at GLL TV Enterprises, Inc. Roslyn, New York
7/17/89	<u>New York, N.Y.</u> Attend performance of New Wave Canadian Music Festival at 310 West 52nd Street
7/31/89	<u>New York, NY</u> Attend luncheon for The Hon. Robert Nixon, Treasurer of the Province of Ontario and New York businesspeople at India House, New York

<u>Date:</u>	<u>Place/Event</u>
8/3/89	<u>Seattle, Washington</u> Visit to Seattle with Hon. Monte Kwinter, Minister of Industry, Trade and Technology - various meetings with companies
8/4/89	<u>Tacoma, Washington</u> Attend meeting and luncheon at Weyerhaeuser to inform about OHNY and to offer assistance
8/9-12/89	<u>Seneca Falls, New York</u> Empire Farm Days Show - host display, keynote speaker at Ithaca Press Club luncheon, media interviews and host a reception honoring Seneca Falls
8/14/89	<u>New York, N.Y.</u> Host reception at residence of A.G. for Canadian menswear manufacturers
8/15/89	<u>New York, N.Y.</u> Attend luncheon with Mrs. Joan Sutton Straus

Date:

Place/Event

8/3/89

Seattle, Washington  
Attend reception for  
The Hon. Monte Kwinter,  
Minister of Industry, Trade and  
Technology at the  
Four Seasons Olympic Hotel

8/4/89

Tacoma, Washington  
Attend meeting and luncheon  
at Weyerhaeuser

<u>Date:</u>	<u>Place/Event</u>
9/1/89	<u>New York, N.Y.</u> Meeting at OHNY with Victor Markowitz, G-Tech
9/5/89	<u>New York, N.Y.</u> Meeting at OHNY with John Goldsmith, Cultural Consul, Canadian Consulate, New York, N.Y.
9/24/26	<u>Washington, D.C.</u> Attend meetings with The Hon. David Peterson, Premier of the Province of Ontario



ONTARIO  
*Indivisible!*

Government of Ontario  
Canada

Ministry of  
Tourism and  
Recreation

Telephone  
1-212-308-1616  
Facsimile  
(212) 888-3186

28th Floor  
800 Third Avenue  
New York, N.Y.  
U.S.A. 10022

November 7, 1989

**TOURISM REPORT FOR THE PERIOD UNDER REVIEW  
APRIL 1, 1989 through September 30, 1989**

During the above period, regular communications were maintained with Travel Industry Professionals such as Tour Wholesalers, Operators, and select Travel Agencies.

These contacts were maintained in order to assist the Travel Professionals in the development of Ontario Tour Products and to render assistance as required. Key promotion activities were as follows:

Promotion Activities:

May 1989

The Ministry co-sponsored a Travel Trade Dinner Presentation to the Membership of Travel Agents of Suffolk County. Seventy-five guests attended this monthly meeting to discuss Travel Trends.

June 1989

The Ministry co-sponsored along with the Canadian Consulate General, NY, and Canada Partners a Canada Day Reception and Presentation to one-hundred area key Meeting Planners at the Loeb Boat House in Central Park, New York.

August 1989

The Ministry sponsored five U.S. Tour Operators from New York and Pennsylvania to participate in the Ministry's fam tour to Northern Ontario via the Polar Bear Express dated August 14-18, 1989.

Thomas J. Britt  
Manager  
Eastern United States

TJB/do



Government of Ontario  
Canada

Ministry of Agriculture and Food


Telephone  
212/308-1616  
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Suite 2800  
800 Third Ave.  
New York, NY  
10022

November 9, 1989

RE: ACTIVITY REPORT, APRIL 1 - SEPTEMBER 30, 1989

Following is a summary of our recent activities.

  
BY: Arnold Mansdorf  
Trade Development Officer  
Northeast Region

A. MAJOR ACTIVITIES COMPLETED

1. New England Dairy-Deli Association Taste Show (with P. Prochazka)  
April 17-19, 1989, Boston, Massachusetts.

Six companies (Maple Lodge, Summersweet, Schneider, Tradition, Siena, Canadian Pizza Crust) booked space for our second appearance at the NEDDA Show. Although the shows expansion into a two day event must be questioned (the second day fell on Passover), over 6,000 attendees were on hand. The NEDDA remains the New England market's key trade association and the quality of attendees was very high.

2. NEDDA Newsletter: Completed guest column - "The US-Canadian Free Trade Agreements: What it Means for U.S. Agri-Business" for the Association's Spring issue. This letter was distributed at the above Taste Show so all in all over 6,000 copies were circulated.
3. Pittsburgh Mission, Pittsburgh, Pennsylvania, April 24-26, 1989. Assisted S. Scanlon and L. Vasarais in set up and running of solo mission.
4. Survey and Presentation - "FTA - Impressions From the U.S. Side", OMAF Conference, Alliston, Ontario, May 3-5. Survey included interviews with government officials, buyers/importers, manufacturer's trade associations/lobby groups and academics on the U.S. side.
5. Upstate New York Produce Mission (with T. Stampfer) - Buffalo and Rochester, New York, May 23-25, 1989.

Following up on last year's New York-Philadelphia-Baltimore mission, we again chose a bus tour-appointment style format. While some samples and promotional material were presented, the emphasis was placed on providing an opportunity to shake hands, exchange business cards and to share information on market trends, government policy shifts (Richard Caine was on hand to discuss FTA provisions) and company operations.

The following players were covered:

Buffalo:

Niagara Frontier Food Terminal  
Flickinger & Company  
P.J. Schmitt Co.  
Tops Markets Inc. - included lunch and tour of model store

Rochester:

Genessee Valley Regional Market  
Wegmans

Our view that commodity products e.g. bulk packed, unbranded fruits and vegetables - are easier to sell into new markets than value-added, brand name goods was confirmed. Slotting fees and promotional costs are not a significant hindrance. Because goods can always be "cleared" at some price level, terminal commission merchants are willing to take on new suppliers on a consignment basis. Large retailers are very quality conscious, but they know their market power gives them the ability to reject off grade merchandise at the warehouse/store door. The risk of working with new suppliers is thus minimized.

This is not to say that the door is wide open for Ontario shippers. The Ontario/Quebec market is largely a residual supplier of product during gaps in the California/Florida harvest. Due to a similar growing climate and soil conditions, New York growers produce many of the same products which are shipped from Ontario. (Kopper's emphasized that Rochester buyers will favor N.Y. product even if its quality is below other state's goods.) Ontario sellers who hope to break out of the role of a secondary supplier must therefore adopt a niche marketing approach - e.g. "organic" hot-house tomatoes, cucumbers and lettuce and pre-cut vegetables for food service.

Follow-up will include a survey within six months to judge the progress of the group. Albany and Syracuse is being considered as a next stop.

5. Cornell University Workshop, "Communicating About Risk from Pesticide Residues on Produce", June 21, 1989.

Panel discussion was attended in my absence by Angelica Abrina as part of her study on organic produce. Panel included representatives from the New York State Department of Agriculture, local Agricultural Colleges and grower organizations.

6. Reviewed 1989-1990 Marketing Plan with John Brady, Senior Representative, MITT, Boston, Massachusetts, June 29, 1989.

## II. ONGOING PROGRAMS

1. Canada Packers Albany Beef Promotion: Completed tour of Albany market with Canada Packers, their broker and representative from the Beef Council on June 2, 1989. Overall aim is to use Albany, NY as a test market for low cholesterol/low calorie beef. Initial results were

mixed. While the market would look kindly on a low fat product, uncertainties regarding cost, Canadian origin and grading and marketing tactics must still be cleared. Presently OMAF is reviewing a request to fund incoming missions and the design and printing of brochures and instore promo material. Much work lies ahead, particularly in the area of education of U.S. distributors/retailers/consumers, but the overall project seems worthwhile.

2. Ontario Asparagus Marketing Board: Arranging broker/distributor/retailer contacts in Upstate New York, New York City and Boston.
3. Incoming Mission - Sheldon Shore/East Coast Trading Inc. Arranging appointments for FH August meetings.
4. Valentina Verri: Broker search Upstate New York and New England.

### III. UPCOMING EVENTS

1. Natural Foods Seminar, Toronto, July 10, 1989. To date, have helped L. Vasarais recruit three U.S. speakers.
2. Quarterly Meeting, Toronto, July 11-13, 1989.
3. Empire Farm Days, Seneca Falls, NY, August 8-10, 1989. Working with Ontario livestock breeders. OMAF "Farm Life" information booth to be set up.
4. Eastern Dairy-Deli Association Taste Show: August 22-23 (with L. Vasarais), New York, New York. Presently booked 4 companies. Aim is to fill up one additional booth.
5. Incoming Wegmans Mission: Working on August/September visit.
6. Organic Produce Study, Angelica Abrina. Survey is presently underway.
7. Computer Training: DOS/Word Perfect - late July.
8. PROFIT - Buffalo/Rochester (with L. Vasarais), tentatively set for September 27-28, 1989.

**A. MAJOR ACTIVITIES COMPLETED**

1. **Empire Farm Days**  
August 9-11, 1989  
Seneca Falls, New York

An OMAF information booth was set up for our second appearance. Livestock info, brochures and some tourist info for the Ontario Agriculture Museum was given away. To cut costs, I was the only OMAF employee to attend. The Ag Museum prepared a very impressive graphics display geared toward the evolution of the family farm in Ontario.

The Ontario Animal Breeders and their local distributor - Taurus - were also given a free 20 ft. booth. This booth was manned full time by personnel from the two organizations.

In addition, Ilze Petersons Taylor, The Agent General's P.R. Officer set up a Seneca Falls - Ontario Farm Women's Conference. Attendance at a workshop and reception offered a chance to talk about our export program at the grassroots level.

OAB and Taurus were pleased with the turnout and asked to return in 1990. The seed brochures were also popular and I would recommend direct participation by Ontario companies next year. The cost of our information booth was minimal and should not be an obstacle next year.

2. **Eastern Dairy-Deli Association Taste Show**  
August 22-23, 1989  
New York, New York  
(with Laura Vasarais)

Seven companies attended (Canadian Shield, Maple Lodge, Pop-Ins, Russo, Siena, Patty Palace, Schneiders).

While the show's costs have nearly doubled in the last two years, this event remains New York's key food show as the metro markets' key players were in attendance.

## **B. ONGOING PROGRAMS**

1. **Incoming Wegmans Mission:** Trying to tie in with Canada West's instore promotion. September 22, 1989
2. **Sheldon Shore/East Coast Trading Incoming Mission:** Tentatively schedule for LH October. Coordinating with L. Vasarais.
3. **Food Ingredient Program:** Working with L. Vasarais and K. Seebert on format for Bakery Ingredient push. Draft of start up plan to be presented during Quarterly Meeting.
4. **New England Dairy-Deli Association Taste Show Committee:** Attended first meeting August 15, 1989.
5. **Ontario Bean Producers Marketing Board:** Working with K. Seebert and L. Vasarais on finding buyers for Ontario growers.

## **C. UPCOMING EVENTS**

1. **Incoming Produce Mission:** Working with Giambone of Rochester, N.Y. for LH September/October visit.
2. **PROFIT: Toronto/Buffalo.** Tentatively set for September 27-28, 1989. With L. Vasarais.
3. **Joint Ontario Quebec Fed Show, February 7-9, 1989, Boston, MA.**
4. **Joint Ontario Quebec Fed show, Long Island, NY, March 7, 1989.**
5. **Audits:**
  - a) Fed Show, Albany, NY - September 14.
  - b) Fed Show, Buffalo, NY - September 21.



Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

700 South Flower Street, Suite 1420  
Los Angeles, California  
U.S.A. 90017  
(213) 622-4302

September 30, 1989

GOVERNMENT  
OF  
ONTARIO

OCT 3 1989

MEMORANDUM TO:

Desmond Benfield  
Senior Representative  
New York Office

RECEIVED  
NEW YORK OFFICE

FROM:

Susan J. MacDonald  
Senior Representative  
Los Angeles Office

SUBJECT:

U.S. DEPARTMENT OF JUSTICE  
SEMI-ANNUAL REPORT  
APRIL 30 - SEPTEMBER 30, 1989

STAFF CHANGES:

LOS ANGELES:

Maria Montano has replaced Heather Hunter as senior secretary for the Ministry of Agriculture and Food.

The remainder of the staff remains the same.

Susan J. MacDonald  
Floyd C. Simpkins  
Robin H. Jepsen  
Gurpal S. Khaira  
Mae Gnan Wong  
Holly Gauthier  
Gary T. Cooke  
Jacquelyn Light  
Catherine Chapman

MINISTRY OF INDUSTRY, TRADE & TECHNOLOGY

APRIL 1989

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario.

H. Brodsky	Carmel, CA
Vehicle Research Corp.	South Pasadena, CA
T. Chester	Los Angeles, CA
The Holden Group	Los Angeles, CA
Adams & Associates	Glendale, CA
TRW	Torrance, CA
Halton Corp.	El Segundo, CA
G. Baer Corp.oun	Century City, CA
Alberto Moore & Associates	Tempe, AZ
Training 'n' Technology, Inc.	Tempe, AZ
Alex Dely, TTT	Tucson, AZ
Innovative Formulations Corp.	Tucson, AZ
Barra Chemical Corp.	Phoenix, AZ
ARD Group, Inc.	Phoenix, AZ
Ash Brothers	Los Angeles, CA
Highland	Lakewood, CA
Ballard Technologies	Vancouver, B.C.
Advanced Logic Research Inc.	
DeNunzio Chemical Company	Gardena, CA
Gertagni Electronic Sound Transducers	Cerritos, CA

The following agents were appointed to sell Ontario manufactured goods.

D & L Sales	Bensenville, ILL
W. Sessell Waters & Associates	Lilburn, GA
Machine Mart	Denver, CO
Utah Machine	Salt Lake City, UT
Moncktons Machine Tool Inc.	Albuquerque, NM
Quality Machinery Sales Inc.	Clinton, CT
Skulsky Machinery Sales Inc.	Gardena, CA
Ram Machinery Co.	Fremont, CA
Fahey Machinery Co. Ltd.	Kirkland, WA
Phillips Corp.	Columbia, MD
Central Media	Sarasota, CA
Diagnal Lab	Ventura, CA
Martin Lab Supply	San Diego, CA
X Tratek	Los Altos, CA
Stacey Designs	San Diego, Ca
Chaporrel Pump & Filter	Napa, CA
George Bethall Distributing	Portland, OR
Aerospec Associates	Sherman Oaks, CA
Paul Monroe Hydraulic	Orange, CA
Pacific Fluids Inc.	Portland, OR
Warren Fluid Power	Denver, CO
Air Hydraulics	Phoenix, AZ
Lab Supplies	Anaheim, Ca
Physician & Lab Supply	Fountain Valley, Ca

MINISTRY OF INDUSTRY, TRADE & TECHNOLOGY

APRIL 1989 (cont'd)

The following agents were appointed to sell Ontario manufactured Ontario goods.

M & M Machinery Sales	Ontario, CA
American Machinery/Tool	Indianapolis, IN
E J Sanson Co.	Sunnyvale, CA
Portland Machinery Co.	Portland, OR
Anco Machinery Sales	Anaheim, CA
Aerospace Associates	Sherman Oaks, CA

To assist Ontario manufacturers with exports the following trade shows were visited:

International Leather Show	Los Angeles, CA
American Fur Fair	Las Vegas, NV
RHIDEC	Los Angeles, CA
WAM	Los Angeles, CA
Cal Market Week	Los Angeles, CA
West Week	Los Angeles, CA
Home and RV Spring Festival	Los Angeles, CA
Microsoft Show	Anaheim, CA
International Health Care Show	Las Vegas, NV

MAY 1989

Met with the following U.S. companies to discuss joint venture, branch plant and licensing possibilities in Ontario.

U-Haul Marketing	Phoenix, AZ
Commercial Factors	Salt Lake City, UT
Computer Application Software	Los Alamitos, CA
Vehicle Research Corp.	South Pasadena, CA
Cutter Biological	Berkeley, CA
Syva Co.	Palo Alto, CA
Atkina Corp.	Santa Clara, CA
Alza Corp	Palo Alto, CA
Ballard Technologies	Vancouver, B.C.
American Business Ventures	Long Beach, CA
Fleet Air	El Segundo, CA
Highland USA	Lakewood, CA

The following agents were appointed to sell Ontario manufactured goods.

Automation	Redford, MI
T. J. Agardi	Arkansas
Western Storage Sytems	Denver, CO
Annette Altounian	Los Angeles, CA
A. A. Sales & Assoc.	Chicago, IL
Astro Aeronautics	Van Nuys, CA

MINISTRY OF INDUSTRY, TRADE & TECHNOLOGY

MAY 1989 (cont'd)

To assist Ontario manufacturers with exports the following trade shows were visited:

SAMPE Show	Reno, NV
ISC Expo '89 West	Anaheim, CA
FCC 89 West	Anaheim, Ca

JUNE 1989

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario.

R. Lawrie	Los Angeles, CA
Veh Research Corp.	South Pasadena, CA
Nora Mfg. Co.	Sherman Oaks, CA
U-Haul	Salt Lake City, UT
Commercial Factors	Los Angeles, CA
TRW	El Segundo, CA
Inlex	Monterey, CA
Lawrence Mormoun	Irvine, CA
B & R Investments	Los Angeles, CA
American Business Ventures	Long Beach, CA
Fleet Air	El Segundo, CA
DeNunzio Chemical Co.	Gardena, CA
Aktina Corp.	Santa Clara

The following agent was appointed to sell Ontario manufactured goods.

Irving Rose	Los Angeles, CA
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To assist Ontario manufacturers with exports the following trade shows were visited:

Rapid Excavation & Tunneling	
Conference	Los Angeles, CA
Supercomm	Anaheim, CA
Job Shop Show	Long Beach, CA

JULY 1989

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario.

Climate Master	Orange, CA
Bayliner (US Marine)	Seattle, WA
Midwest Acquisitions	Clayton

MINISTRY OF INDUSTRY, TRADE & TECHNOLOGY

JULY 1989 (cont'd)

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario.

Litton Industries	Beverly Hills, CA
ERA Star Real Estate Center	Fountain Valley, CA
SEMCO Corporation	Santa Clara, CA
GenenTech Inc.	San Francisco, CA
Radiant Optics	Seattle, WA

The following agents were appointed to sell Ontario manufactured goods.

Balzer Wolf Associates	Irvine, CA
Stewart Fullerton Associates	Walnut Creek, CA
Quest Marketing	Washington, OR
Chronos Systems Inc.	San Francisco, CA
Xtrasoft	Santa Clara, CA
Marco Equipment	Anaheim, CA
Pen Pointer	Rohnert, CA
Quest	Seattle, WA
Technology Associates	Mesa, AZ
Sy Brennar	Los Angeles, CA
Alaco Construction Products	Los Alamitos, CA
Valley Sports Consultants	Pasadena, CA

To assist Ontario manufacturers with exports the following trade shows were visited:

Small Business Procurement Fair	Santa Clara, CA
California Gift Show	Los Angeles, CA

Assisted Ontario companies to participate in the following mission:

Transit Mission	San Francisco, CA
-----------------	-------------------

AUGUST 1989

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario.

Climate Master	Orange, CA
Orcon Corp.	Union City, CA
Oracle Real Estate Corp	Belmont, CA
Radiant Optics	Seattle, WA
Flow Mole Corp	Kent, WA
N & N Contact Lenses	Lynwood, WA

MINISTRY OF INDUSTRY, TRADE & TECHNOLOGY

AUGUST 1989 (cont'd)

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario.

Kahn Instruments	Redmond, WA
Dateline Technology	Redmond, WA
Pacer Corporation	Bothell, WA
Verboon & Brza	Santa Monica, CA
Lab Equipment Support Services	Scottsdale, AZ
Biomerica	Newport Beach, CA
Kao Corp.	Carpenteria, CA
Amgen	Thousand Oaks, CA
Biomed Instruments	Fullerton, CA

The following agents were appointed to sell Ontario manufactured goods.

Norwest	Kirkland, WA
Sy Com	Denver, CO
Sales Tech Association	Redmond, WA
Wespac	Chicago, IL
O'Holloran Association	North Hollywood, CA

To assist Ontario manufacturers with exports the following trade shows were visited:

Woodworking Machinery & Furniture Supply Fair	Anaheim, CA
Western Restaurant Show	Los Angeles, CA

SEPTEMBER 1989

The following agents were appointed to sell Ontario manufactured goods.

R.S.I. Sales	Los Angeles, CA
Booth Rouse	Commerce City, CO
Western Road Machinery	Salt Lake City, UT
Hauk Reider & Associates	San Francisco, CA
Computer Tyne	Sunnyvale, CA

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario.

Biomed Instruments	Fullerton, CA
Ash Brothers	Los Angeles, CA
Flow Mole	Kent, WA
Verboon & Braga	Santa Monica, CA
Biomerica	Newport Beach, CA
N & N Contact Lenses	Kent, WA
B.E.S.T.	Cerritons, CA
Amger Ltd.	Thousand Oaks, CA

MINISTRY OF INDUSTRY, TRADE & TECHNOLOGY

SEPTEMBER 1989 (cont'd)

Met with the following U.S. companies to discuss joint ventures, branch plant and licensing possibilities in Ontario.

Ash Brothers	Los Angeles, CA
Phytogen	Pasadena, CA

To assist Ontario manufacturers with exports the following trade shows were visited:

SoCal Home and Garden Show	Anaheim, CA
Market Week, California Mart	Los Angeles, CA
Children's Brandwagon	Los Angeles, CA
Western Plastics Show	Long Beach, CA
Inventech	Anaheim, CA

MINISTRY OF TOURISM AND RECREATION

April 2: Great Western Travel, Pasadena gave a presentation to 150 group tour leaders using the film "Ontario Canada". The Manager was in attendance.

April 3: A joint presentation with Air Canada, Los Angeles to Radio Station KZLA/KLAC for Toronto promotion.

April 3: Ontario Tourism in conjunction with Air Canada, Seattle supported Discovery Tours, Portland in a product testing tour to Ontario.

April 13: Wardair utilized photographic material literature and posters as sales aids.

April 15-19: The Manager attended Rendezvous Canada in Vancouver as a delegate. Met with tour operators/wholesalers to develop product to the province.

April-May: Ontario Tourism provided a total of 8,000 tour shells to 3 tour operators in Los Angeles for their tour product.

May 3: Four Seasons Hotels Meeting-in-Progress-Manager met with Ontario properties.

MINISTRY OF TOURISM AND RECREATION

- June 1-11: In conjunction with Wardair, Los Angeles and Radio Station KFSD, San Diego a promotion featuring Toronto and its attractions.
- June 14-16: The Manager attended a Key Account Marketing seminar in Toronto to assist in setting up program.
- June 20: A joint breakfast seminar in conjunction with Discovery Tours, Portland to travel trade. The video "Ontario Tourism" was used as a sales tool.
- July 12-15: Provided assistance to San Diego Tribune travel writer during his stay in Toronto.
- July 26: Flair Tours, Los Angeles utilized a selection of 35mm colour slides for a seminar to the travel trade.
- August 5: Ontario provided video tapes to Santa Monica College for group tour promotion and seminar.
- August 9&10: Ontario Tourism was responsible  
9-13: for co-ordinating itineraries for  
18-20: 3 media (print & radio) and 2 travel  
22-27: trade visits throughout the province.  
25-29: We also provided financial support.
- September 11-13: Ontario Tourism co-ordinated an itinerary and provided financial assistance to Dick Alexander, San Francisco Examiner travel writer.
- September 21-24: A M&IT corporate planners fam to Toronto (x3) from Los Angeles in conjunction with Tourism Canada, Los Angeles.

MINISTRY OF AGRICULTURE & FOOD

APRIL 1989

Trade Shows/Exhibits:

Natural Food Expo West, Anaheim, CA; April 14-17.  
Pacific Northwest Hospitality Convention,  
Portland, OR; April 15-17;  
Food and Beverage Show, San Francisco, CA; April 23-25.

Contacts:

Greg Hartman, Fairhill Foods, Suisan, CA.  
Ed Walters, Global Gourmet Foods Distributing,  
Lake Oswego, OR.  
Don Lantz, Encore Brokers, Rentn, WA.  
Bill Chertudi, NW Food Brokers, Portland, OR.  
Chuck Nitzel, Bromar Food Service Brokers, Portland, OR.  
Kyle McKendall, Food Services of America, Portland, OR.  
Scott Fernandez, Crown Brokerage Co., Portland, OR.  
David Vesowate, Associated Food Services, Portland, OR.

Missions:

None.

Seminars:

None.

Mailings:

None.

MAY 1989

Trade Shows/Exhibits:

Arizona Retail Grocers Association, Phoenix, AZ; May 19-21.

Contacts:

Art Persails, Retail Grocers Association of AZ, Phoenix, AZ.  
Dennis Wasson, Labatt Brewing, Phoenix, AZ.  
Shirley Benton, Magic Pantry, Hamilton, Ontario.  
Mark Warren, Maple Leaf Mills, Toronto, Ontario.

Missions:

None.

Seminars:

None.

MINISTRY OF AGRICULTURE & FOOD

MAY 1989 (con't)

Mailings:

Los Angeles/San Diego Southern California Mission  
(Qty: 1850); May 19.

JUNE 1989

Trade Shows/Exhibits:

Certified Grocers (CERGRO) of California Expo '89, Long  
Beach, CA; June 21-22.

Contacts:

Bud Nations, CERGRO, Los Angeles, CA.  
Cliff Koons, Grocers Specialty Co., Los Angeles, CA.  
Sam Greco, Dennis J. Alba Co., Los Angeles, CA.  
Bill Schwartz, Concept Food Brokers, Los Angeles, CA.  
Helen Gillespie, Canadian Shields Springwater, Sault Ste.  
Marie, Ontario.  
Richard Watson, Associated Gourmet Brokers, Sausalito, CA.  
Duane De Lyzer, Kelly Clarke Brokerage, Diamond Bar, CA.  
Tim Conley, Canadian Harvest Process Ltd, St. Thomas, Ont.  
Tino Picitelli, Colombo Prosciutto Corp., Mississauga, Ont.  
Cass Sloane, Colonial Cookies, Kitchener, Ontario.  
Michael Thompson, Dare Foods, Inc., Kitchener, Ontario.  
Elena Quistini, European Noodles, Inc. North York, Ontario.  
John Avis/Larry Godfrey, The Gourmet Baker, Inc, Simcoe, Ont.  
Rob Grant, King Cole Ducks, Ltd., Aurora, Ontario.  
Manoucher Etminan, Manoucher Gourmet Foods, Etobicoke, Ont.  
Greg Smelser, Marlet Importing Co., Inc., Tustin, CA.  
Boris Hirniak, Naleway Foods Ltd., Downsview, Ontario.  
Carrie Bell, Nipissing Game Farm, Callander, Ontario.  
George Paech, Rudolph's Specialty Bakeries Ltd, Toronto, Ont.  
Catherine Longfield, Sable&Rosenfeld Foods Ltd, Toronto, Ont.  
Chris Ratuski, Shoal Lake Wild Rice Ltd., Keewatin, Ontario.  
Peter Meyer, Siena Foods Ltd., Toronto, Ontario.  
Sid Wayne, Stone County Specialties Inc., Don Mills, Ontario.  
Steven Muchnik, Summersweet Fine Foods, Richmond Hill, Ont.  
John Vortman, W&H Voortman Ltd., Burlington, Ontario.  
Kay Turner, Queen Mary, Long Beach, CA.  
Stephanie Brown, Hotel Del Coronado, Coronado, CA.  
Linda Griffin, Viscount Hotel, Long Beach, CA.

Missions:

Los Angeles/San Diego Southern California Mission,  
Coronado and Long Beach, CA.

Seminars:

None.

MINISTRY OF AGRICULTURE & FOOD

JUNE 1989 (con't)

Mailings:

Los Angeles/San Diego Southern California Mission  
(Qty: 1850); Second Mailing - Junr 2.

JULY 1989

Trade Shows/Exhibits:

National Nutritional Foods Association (NNFA)  
Convention & Trade Show, Las Vegas, NV; July 14-18.

Contacts:

David Rubinowitz, Tianfu Cola, Inc., New York, NY.  
Gil Johnson, New Hope Communications, Portland, OR.  
Norman Cloutier, Cornucopia Natural Food Ic., Coventry, RI.  
Chris Kilham, Bread & Circus Wholefood, Highland, MA.  
Arlene Holden, Canadian Consulate, San Francisco, CA.  
Cliff Tatro/Patty Vary, Ever Fresh Foods, Ontario, CA.  
Michael Davidson, Patty Palace, Toronto, Ontario.  
Jean Francois Douville, UNICO, Concord, Ontario.  
Bob Foreman, Norlake International, Woodbridge, Ontario.

Missions:

None.

Seminars:

Natural Foods Seminar, OMAF, Toronto, Ontario; July 10.

Mailings:

None.

AUGUST 1989

Trade Shows/Exhibits:

Western Restaurant Show, Los Angeles, CA; August 12-15.

Contacts:

Rosemarie Eger, Del's Pastry Ltd., Toronto, Ontario.  
Hal Noble, Noble House Trading Co., Yuba City, CA.  
Ben Ratuski, Shoal Lake Wild Rice, Keewatin, Ontario.  
Peter Rugiano, Peter-the-Chef Fine Foods, Rexdale, Ont..  
Bill Goin, California Confectionery & Food Brokers,  
San Francisco, CA.

MINISTRY OF AGRICULTURE & FOOD

AUGUST 1989 (con't)

Trish Facciol/Myra Sable, Sable & Rosenfeld, Toronto, Ont.  
Ramelle Harkins, Woolwich Dairy, Inc., Ariss, Ontario.  
Rob Grant, King Cole Ducks Ltd., Aurora, Ontario.  
Michael Davidson, Patty Palace, Scarborough, Ontario.  
Robert Tedesco/George Paech, Rudolph's Specialty Bakeries,  
Toronto, Ontario.  
Drew Knox, Northern Algonquin Brewing Co. Ltd., Markham, Ont.  
Susan McManus, Catered Capers, Long Beach, CA.  
Magdi Azim Mohammed, IMPEX USA, Santa Barbara, CA.  
Michele Kline, Computer Applications Training, Hollywood, CA.  
Tim Dever, Andrews-Bartlett Expo Services, Hudson, OH.

Missions:

None.

Seminars:

None.

Mailings:

None.

SEPTEMBER 1989

Trade Shows/Exhibits:

International Baking Expo, Las Vegas, NV; September 15-19.  
California Grocers Association Trade Show, Reno, NV;  
September 29 - October 2.

Contacts:

Steve Grubb/Dick Thompson, T&G Associates Inc., Glenview, IL.  
Paul Gold, Transportation Consultants Inc., Atlanta, GA.  
Trish Facciol, Sable & Rosenfeld, Toronto, Ontario.  
Steve Uzelac/Norm Boehm, Labatt Importers, Rothert Park, CA.  
Dilip Dhabalia, Surati Sweet Mart Ltd., Toronto, Ontario.  
Gregg Garrison, Greg Garrison Productions, Studio City, CA.  
Joe Tanaka, Council Member, Hawaii.

Missions:

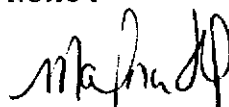
None.

Seminars:

None.

Mailings:

None.

  
for Susan J. MacDonald  
Senior Representative  
Western United States



Government  
of Ontario  
Canada

Ministry of  
Industry, Trade  
and Technology

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Suite 2700  
221 North La Salle St.  
Chicago, Illinois  
U.S.A. 60601

October 26, 1989

Chicago Office Activities - M.I.T.T.

April 1/89 to September 30/89

Staff Changes

- None

Major Activities - April, 1989

- Thirty-One (31) Ontario companies requested marketing assistance.
- Sixteen (16) U.S. Sales Agents were appointed by Ontario Manufacturers.
- Fourteen (14) Ontario companies were sponsored to a Mass Transit Trade Mission to Milwaukee, Appleton & Madison Wisconsin.
- Ten (10) Ontario companies traveled to the Midwest U.S. on sales trips.
- Three (3) U.S. companies made buying/sourcing trips to Ontario.
- Lawson Products of Des Plaines, Illinois celebrated a ground breaking ceremony for their new sales and distribution facility in Mississauga.

Major Activities - May, 1989

- Thirty-Three (33) Ontario companies requested marketing assistance.
- Seven (7) U.S. Sales Agents were appointed by Ontario Manufacturers.
- Chicago Staff worked and visited ten (10) International Trade Shows throughout the region.
- Eight (8) Ontario companies traveled to the Midwest U.S. on sales trips.
- Sheller-Globe Inc. of Detroit, Michigan established a branch plant in Whitby, Ontario.

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Major Activities - May, 1989 (cont'd)

- Massicotte, Beauregard & Assoc. of Toronto established a Joint Venture with Hecht Communications of Chicago, Illinois.

Major Activities - June, 1989

- Twenty-Eight (28) Ontario companies requested marketing assistance.
- Three (3) U.S. Sales Agents were appointed by Ontario manufacturers.
- Seven (7) Ontario companies were sponsored to the Midwest Electronic Expo in St. Paul, Minnesota.
- Three (3) Ontario companies traveled to the Midwest U.S. on sales trips.
- Two investment seminars were held this month:
  - Decatur, Illinois - 20 U.S. companies attended
  - Lisle, Illinois - 60 U.S. companies attended

Major Activities - July, 1989

- Twenty-Four (24) Ontario companies requested marketing assistance.
- Eleven (11) U.S. sales agents were appointed by Ontario manufacturers.
- Four (4) Ontario companies traveled to the Midwest U.S. on sales trips.
- Seven (7) U.S. companies traveled to Ontario on buying/sourcing trips.

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Major Activities - August, 1989

- Thirty-Two (32) Ontario companies requested marketing assistance.
- Sixteen (16) U.S. Sales Agents were appointed by Ontario manufacturers.
- Chicago Staff worked and visited Four (4) International Trade Shows in the region.
- Five (5) Ontario companies traveled to the Midwest U.S. on sales trips.
- The Die Cut Group of Richmond Hill entered into a Joint Venture with The Fulton Corp. of Fulton, Illinois.

Major Activities - September, 1989

- Twenty-Two (22) Ontario companies requested marketing assistance.
- Twenty-One (21) U.S. sales agents were appointed by Ontario manufacturers.
- Seven (7) Ontario manufacturers were sponsored to the Midcon '89 Trade Show in Chicago, Illinois.
- Seven (7) Ontario companies were sponsored to the SAE Off-Highway Equipment Show in Milwaukee, Wisconsin.
- Three (3) Ontario companies were sponsored to the Wisconsin Urban Transit Assoc. Show in Racine, Wisconsin.
- Four (4) Ontario companies traveled to the Midwest U.S. on sales trips.
- T.S. Equipment of Angola, Indiana entered into a Joint Venture with Econo-Lift Ltd. of Mississauga, Ontario.
- Quill Corp. of Lincolnshire, Illinois established a branch plant in Mississauga, Ontario.
- Company Compendia Inc. of Chicago, Illinois established a branch office in Toronto.

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Chicago Office Staff - MITT

D'Arcy R. Counsell	- Senior Representative
Cathy M. Dickson	- Representative
J. Howard Cook	- Commercial Officer
Eugene J. McCluskey	- Commercial Officer
Harold B. Scholten	- Commercial Officer
Robert L. Benton	- Commercial Officer
Cheryl L. Kleszynski	- Senior Secretary/Office Manager
Kathy Counter	- Secretary
Denise Morris	- Secretary

Chicago Office Staff - M.T.R.

Jack Rezny	- Manager, U.S. Central
Jennifer Brugliera	- Travel Counsellor

Chicago Office Staff - M.A.F.

Kathleen Seebert	- Trade Development Officer
Paula Heady	- Trade Development Assistant

GOVERNMENT OF ONTARIO, CANADA  
MINISTRY OF TOURISM AND RECREATION

Jack Rezny  
Manager - Central U.S.  
Chicago Office  
October, 1989

## 1. PROMOTIONAL AND SALES OBJECTIVES

-To follow the Ministry's overall marketing objectives in supporting and guiding the Ontario suppliers in identifying and promoting new sources of business as well as maintaining and further developing established accounts and thereby increasing the volume of tourism within the province.

-To identify accounts based in the Midwest territory who are or have the potential to travel to Ontario.

-In cooperation with Tourism Canada, Canadian Association of Travel, city convention bureaus and private sector, we will implement sales and marketing strategies and activities aimed at priority target audiences, as identified through continued market intelligence.

-As directed by management, my number one market segment priority for 1989/90 is the Travel Trade. We are, however, considered to be the "experts" in all markets by the Ontario supplier and as a result of my expertise in the Incentive, Corporate and Associations markets, I will continue to invest a portion of time in continued development of this business on behalf of our suppliers.

-Major emphasis will continue to be devoted to developing new group motorcoach and individual travel throughout Ontario.

-Respond to trade inquiries through our Travel Information program and provide timely and appropriate assistance to their marketing efforts.

-Initiate and participate in Travel Trade product shows and seminars designed to improve retail travel agent's capabilities and enthusiasm in promoting group travel to Ontario.

-To stimulate growth on the part of the wholesalers, group operators and travel agent by developing new products and encouraging new itineraries and new marketing techniques for consideration.

1. PROMOTIONAL AND SALES OBJECTIVES (cont'd)

-To continue the development of tourism to Northern Ontario as agreed with Ministry objectives by promoting travel to Wilderness/Fishing locations in the province in coordination with airline suppliers, U.S. based tour operators and individual lodges, camps and resorts.

2. COOPERATIVE MARKETING ACTIVITIES

As in the past, I will continue to maximize my involvement in cooperative activities with the following partners to achieve our overall marketing objectives in an effort to conserve the use of my regional budget on behalf of the Ministry.

**-Tourism Canada**

- Chicago
- Minneapolis
- Dallas
- Detroit

**-Motorcoach Wholesalers\AAA**

- Group Leader Presentations
- Familiarization Site Inspections

**-Private Sector**

- Airlines
- Hotels
- Railroads

We will naturally continue to participate closely with wholesalers, major retailers, and Canada Tourism in the progressive development of the group leaders market.

As previously stated, this office will participate and support Tourism Canada's travel trade shows and M & IT promotions (Chicago/Dallas/Minneapolis/Detroit) where no conflict in dates occurs. For 1989/90 approximately 30 programs should be budgeted for.

**3. GROUP LEADER BREAKFAST\LUNCHEONS PRESENTATIONS**  
**DIRECT SALES TO GROUP LEADERS**

In our continuing effort to develop new tours into the province with established accounts as well as tour operators that have not utilized or packaged Ontario as a tour destination, the following points must be taken into consideration.

-Simply stated, because an operator has packaged Ontario as a tour destination does not assure us that the tour will sell, as we are just one of approximately 15 to 30 tours being offered to Group Leaders for consideration. An operator does not care which tour is purchased, only that clients purchase any package from them.

-It is our responsibility (Regional sales offices) not only to develop our product with operators, but in addition, to target our sales and promotional efforts directly at the consumer.

As you are aware we do not have access to the thousands and thousands of group leaders in each respective territory, thus we must work directly with individual tour product presentations, utilizing their mailing lists.

In return, operators will benefit from our financial and promotional support which we will render in return for organizing there accounts on our behalf.

- Provide Ontario Tour Shells
- Assume cost of printing and mailing
- Assume cost of receptions or dinner presentations

4. SPECIAL PROMOTIONAL PROJECTS**CHICAGO WOMEN IN TRAVEL**

Toronto Site Inspection \$623.00

Attendance 16 guests, comprised of owners and managers of major Chicago area retails travel agencies that belong to the Chicago Women in Travel association who can influence FIT & group travel to Ontario.

**THOMAS COOK TRAVEL**

Niagara Falls/Toronto Site inspection \$594.00

Major retail/group travel agency that can direct FIT and Group business to Ontario.

**MAYFLOWER TOURS GROUP INFLUENCER**

Toronto/Niagara Falls Fam Tour \$3,000.00

Mayflower Group Leaders Familiarization Tour to Ontario for fall tour promotion, giving the influencers first hand experience by visiting Ontario. Cost - shared with the Canadian Consulate General, Chicago, and Mayflower Tours.

**MR. TRAVEL**

Toronto Familiarization Tour \$1,670.00

Mr. Travel has been in business for forty years, selling FIT vacation packages, backed by a staff exceeding one hundred employees. Sales representatives visited Toronto attractions and facilities, who will influence FIT and group travel to Ontario.

**GROUP TRAVEL DESIGNERS**

Familiarization & Marketplace Tour to Windsor, Ontario  
\$1,441.00

80 group leaders for this tour operator will be visiting Windsor's attractions and facilities.

**METRO TORONTO VISITORS AND CONVENTION ASSOCIATION**

Familiarization trip to Toronto/Niagara Falls \$2,000.00

This trip promoted a new twist on the familiar attraction of Niagara Falls with a historical approach. Major key accounts in the Chicago area were solicited to join on this familiarization tour.

4. SPECIAL PROMOTIONAL PROJECTS(cont)

**CANADIAN AIRLINES INTERNATIONAL**

10 Travel agent trips throughout the summer \$5,000.00

The new air service between Toronto and Midway Airport on Canadian Airlines will provide benefits for both sides of the travel market. This promotion was coordinated with sponsors which all promote Ontario and Canadian destinations.

**TOUR OPERATORS FAMILIARIZATION TRIP TO MOOSONEE, ONTARIO**  
Regional tour wholesalers/operators visit Northern Ontario via the Polar Bear Express \$1,500.00

The key travel organizers for Ontario tours from the Chicago area witnessed the splendor of Northern Ontario via rail, air and motorcoach on a five-day tour.

5. CHICAGO OFFICE PROJECTS

SUBJECT:

**MODERN TRAVEL SERVICE PROMOTIONS**

Several promotions were held in conjunction with the Canadian Consulate General, Quebec Tourism office and Canadian Airlines International for travel agents in the Chicago area to promote Modern Travel Services' tour packages to Ontario and Quebec.

**RENDEZ-VOUS CANADA**

This convention brings Canadian tour suppliers and buyers together to do business. Held in Vancouver, British Columbia in April.

**SHOWCASE CANADA**

The Canadian Consulate General in Dallas, Texas organizes an annual marketplace for Canadian suppliers to exhibit their travel products to potential travel buyers/organizers.

**5. CHICAGO OFFICE PROJECTS**

cont.

**AIR TORONTO**

These promotions were held in Madison and Green Bay, Wisconsin to promote new service to Toronto via these cities.

**NATIONAL TOUR ASSOCIATION**

This annual event allows members of the different segments of the travel industry that promote group tours to meet at organized marketplaces and exchange information on their services and products.

Quarterly Report  
Central Region, U.S.A.

Kathy Seebert  
September 7, 1989

**Kansas City Trade Mission  
Kansas City, Missouri/Kansas  
September 20-22, 1989**

The focal point of this event will be a luncheon of Ontario products on Thursday, September 21, presented to the members of the Allied Food Club, an organization of food buyers based in the metropolitan Kansas City area. To date, an invitation mailing to the constituency of the club has resulted in a 20% response to attend the September 21 luncheon, including representatives from Associated Wholesale Grocers, Fleming, Wetterau, and Food Barn, the key retailers and wholesalers in the marketplace. We expect attendance to range between 150 and 200 guests. A second mailer to the Allied Food Club will occur during the week of September 4.

A store tour for those companies sending representatives to Kansas City will take place on Wednesday, September 20, and follow-up evaluation will take place on Friday, September 22.

**Chicago Trade Mission  
Chicago, Illinois  
March, 1990**

Discussions have taken place with the locally engaged staff of both the Chicago Consulate and the Chicago office of the Government of Quebec regarding another jointly-sponsored food show in the Chicago market for March, 1990. To date, no agreement has been formally reached as to whether or not we will work together on a joint program.

Recently, the Detroit Consulate has requested that the joint program be expanded to include their participation in a two-city mission program. A meeting to discuss that possibility took place

on August 31 with representatives of the Detroit and Chicago Consulates and the Government of Quebec. (I was not available to attend the meeting.)

Separately, this office has combed the metropolitan Chicago area for an appropriate hotel location to hold the March, 1990 mission. Since very little adequate ballroom space is available, we were fortunate to engage the ballroom of the Hotel Sofitel, the same location as the September, 1987 Taste of Canada show. Regardless of the participation of other governments, the Chicago mission trade reception date has been scheduled for Thursday, March 1, 1990.

**FMI 1990  
Chicago, Illinois  
May, 1990**

Our exhibit space deposit for 50% of our show space has been received by FMI to secure our status as a preferred exhibitor. We should receive our official space assignment later this month, and there is a strong probability that we will be given the same exhibit space as the 1989 show.

Rooms have been reserved at the newly remodeled Ambassador West Hotel, which offered the lowest room rates of those hotels which were surveyed for the 1990 show.

Recruiting for the 1990 show is expected to occur later this fall.

**Reinhart Institutional Foods Incoming Mission  
La Crosse, Wisconsin  
October 26-27, 1989**

Reinhart Institutional Foods is the foodservice subsidiary of Gateway Foods in La Crosse, Wisconsin. Subsequent to Gateway's incoming mission to Toronto in June, 1989, Gateway has been acquired by Scrivner of Oklahoma City. As a result of the acquisition, Scrivner has surpassed Wetterau as the third largest U.S. food wholesaler. Gateway and Reinhart will operate as free-standing divisions of Scrivner.

Two representatives of Gateway/Reinhart will visit Toronto on October 26-27 to meet with Ontario companies manufacturing dry products for foodservice use. This incoming mission will be structured as a series of product presentation appointments in a local Toronto hotel.

Separately, I have learned from Gateway that product samples have arrived at their headquarters from approximately 15 companies which they selected during our June, 1989 incoming mission. Of those 15 companies, further negotiations have occurred with 6 companies, and they will be included in some of Gateway's upcoming selling shows to their retailer-customers. The other 9 companies will be contacted soon by Gateway for further pricing information and, hopefully, additional orders. At this time, Gateway is pleased with the follow-up of our Ontario companies that met with them in June.

**World Dairy Expo  
Madison, Wisconsin  
October 4-8, 1989**

Due to a change in policy by World Dairy Expo and the Wisconsin Department of Agriculture, no longer are non-U.S. entities allowed to take booth space in the Expo's international lounge. Therefore, OMAF will not formally participate as an exhibitor, but I will audit the show in support of the three Ontario breeders who historically have had their own exhibits at the show.

A seminar which had been discussed as a joint OMAF-Ontario breeder effort for WDE has been postponed at the request of our Ontario breeders. It will be rescheduled for later in the year.

**Royal Ag Fair Incoming Mission  
Toronto, Ontario  
November, 1989**

Through the assistance of our dairy breeders and their U.S. distributors, I plan to make some key dairy buyer contacts from the Central Region before and during World Dairy Expo. Accordingly, it is my plan to interview, screen, and extend an invitation to one or more buyer contacts to attend the Royal Agricultural Winter Fair in November.

**P.R.O.F.I.T. Seminar  
Windsor, Ontario/Detroit, Michigan  
November, 1989**

Contingent on adequate recruitment of new exporters, we will proceed with a P.R.O.F.I.T. seminar in November. Due to personnel changes within Market Development, a new commodity officer needs

to be appointed to this project if it is to be realized for November, 1989.

**Food Ingredient Project**  
**Fall, 1989**

Discussions with Arnie Mansdorf, Gary Cooke, and Laura Vasarais have resulted in a joint proposal which addresses how we will address the food ingredient market. Since the size of this market is as large as the food industry itself, we have decided to tailor this project to the area of bakery ingredients. The project proposal will be initially presented in more detail by Arnie Mansdorf.

**Furs, Hides, and Skins Project**  
**Fall-Winter, 1989-1990**

I have arranged to meet with Ross McKenzie on September 8 to outline our plan to address increased exports of these Ontario products. Once the key players within the marketplace are identified, we will determine a reasonable plan to meet and interview some key Ontario manufacturers to learn the scope of the export market.

QUARTERLY REPORT  
FIRST QUARTER 1989 - 90  
APRIL - JUNE 1989

KATHY SEEBERT  
JULY, 1989

**FMI Supermarket Industry Convention  
Chicago, Illinois  
May 7-10, 1989**

Eight Ontario companies were recruited for this four-day international food trade show held at Chicago's McCormick Place. Participating companies included Coby's Cookies, Dare Foods, Ontario Greenhouse Vegetable Producers Marketing Board, Robin Hood Multifoods, Rudolph's Specialty Bakeries, Santa Maria Foods, Schneider's and Shoal Lake Wild Rice (which also represented Maple Leaf Mills).

The OMAF booth was strategically located at the entrance to the most active show floor, which created an on-going stream of buyer traffic for our exhibitors. FMI management estimated a record show attendance in excess of 30,000 buyers from the supermarket industry worldwide.

To enhance traffic at our exhibit, a drawing for a trip for two to Toronto, in part sponsored by L'Hotel and the newly-opened SkyDome, was manned at the booth by OMAF personnel. This promotion drew in over 1,300 buyer leads, which, in turn, were distributed to OMAF trade offices both in the U.S. and overseas.

Sales projections for the OMAF exhibitors exceeded \$4,000,000, based on evaluations completed at the end of the show. Due to these results and the particular impact of FMI upon the North American grocery trade, the decision has been reached to requisition space for the same location again next year. A 50% space deposit will be made prior to FMI's July 14, 1989 deadline to secure our preferred status as a 1990 show exhibitor.

**NRA International Restaurant and Hotel-Motel Show (Audit)  
Chicago, Illinois  
May 20-24, 1989**

One day was spent viewing and evaluating all four NRA show floors at Chicago's McCormick Place. The show management boasted an attendance exceeding 100,000 people; however, the low admission fee of \$15 prompted an inflated attendance which accepted anyone even remotely related to the food service trade.

The Chicago Consulate and the Quebec Government each had separate exhibits at the NRA show, both located in the McCormick North building. The Consulate had eight exhibitors, including one Ontario company, Shoal Lake Wild Rice. Ben Ratuski of Shoal Lake reported that the show was quite valuable for his company in terms of providing new food service contacts. He plans to return to NRA next year.

In Quebec's case, an exhibit space was selected to accommodate eight companies; however, only four Quebec companies, all from the food sector, were recruited for their exhibit.

For new contacts in the food service sector, the NRA remains a good forum to recommend to our Ontario companies. However, due to the show's expense and the ongoing federal effort at the show, it does not appear to be a trade show for OMAF to schedule as an event for the 1990-91 year.

**Minneapolis Solo Food Show**  
**May 16, 1989**  
**Minnetonka, Minnesota**

Five Ontario companies, including Colonial Cookies, Dimpflmeier breads, Molson beer, Sable & Rosenfeld, and Shoal Lake Wild Rice, were among close to 30 exhibitors at this annual event. Although the show was supported by local brokers and specialty food distributors, few key players in the retail and wholesale sectors of the business were represented. Our companies largely expressed that the show offered an opportunity to meet with established clients in the Twin Cities area.

When questioned, local brokers and distributors were interested in the concept of an Ontario function, perhaps in conjunction with their local trade organization. This concept will be further explored for possible inclusion as a trade event on the 1990-91 calendar.

**IDDA Annual Convention**  
**Milwaukee, Wisconsin**  
**June 4-6, 1989**

I visited this exposition on Monday, June 5. The official count of attendees was 2,200, and the estimated number of exhibitors was 250. Dare was the sole Ontario exhibitor at this year's IDDA, but they have already decided not to return next year. (They will exhibit at the IFFCS Summer Show in New York instead.)

Overall, I felt that the show would not be a valuable OMAF effort. It is an expensive show requiring payment of a \$300 U.S. membership fee for every person who holds an exhibitors' badge. Dare therefore paid \$1,200 U.S. just to get themselves into the

show. Costs of exhibit space, booth expenses, shipments to booth site, etc., add to the price of participation.

Expenses aside, the exhibits were largely weighted to the dairy sector, and within that sector, to cheese. The State of Wisconsin subsidized about 15% of the exhibits, mostly cheesemakers from within the state. The Ministries of Agriculture of both Bavaria and Switzerland were the only foreign governments represented, each with 3-5 companies.

I think our efforts to serve these sectors of the food business are better served through the regional dairy-deli shows, as well as our own Taste of Ontario efforts.

**Gateway Foods Incoming Mission  
LaCrosse, Wisconsin  
June 8-9, 1989**

Gateway Foods is the seventh largest U.S. food wholesaler, supplying chain and independent retail stores in 17 U.S. states. Gateway is the largest privately held company in the state of Wisconsin, with annual sales of \$2.5 billion U.S., and earnings of \$25 million U.S.

Two Gateway buyers met with 20 Ontario companies in 30-minute appointments over the course of 1 1/2 days. The buyers praised the mission as a "highly successful" entry into the Canadian market, and they estimated that further negotiations would occur with over 75% of the companies they met.

This trade mission focused on dry food products for U.S. distribution through Gateway's warehouses, and, in certain cases, for overseas distribution, through Gateway's international

import/export operation. The Gateway buyers have already requested another incoming mission to evaluate both perishables and foodservice products. Once a commodity officer is appointed to the project, this Part II to the Gateway mission can proceed.

**World Pork Expo  
Springfield, IL  
June 18-20, 1989**

Overall, I found this show to be a well-rounded and comprehensive marketing effort for the pork industry. WPX drew approximately 75,000 attendees, including 1,000 foreign guests from over 50 countries, particularly from Asia.

Over 500 companies and agencies exhibited in over 1,100 exhibit spaces, located in approximately 15 buildings and outdoor exhibit areas on the Illinois State Fairgrounds. The cost of a 10' x 10' exhibit space ranged from \$450 U.S. (for an outdoor location) to \$650 U.S. (for the indoor exhibit halls).

A series of timely seminars complemented the three-day agenda. The international visitor's center (privately sponsored by The Upjohn Company) was centrally located on the fairgrounds, and offered translating, postal, and meeting services for all non-U.S. attendees.

WPX drew a much greater attendance and participation than the American Pork Congress, the annual U.S. trade show held each spring, which is also sponsored by the (U.S.) National Pork Producers Council. (I audited that show in March of 1986.)

The Expo drew thousands of farmers who would be appropriate candidates to reach with information on the Ontario alternatives for the hog industry. I recommend that we consider an OMAF effort in next year's show, which will return to the Iowa State Fairgrounds in Des Moines on June 2-4, 1990. Either a seminar or an information booth would be a logical forum.

**IFT Annual Meeting & Food Expo**  
**Chicago, IL**  
**June 25-29, 1989**

The IFT (Institute of Food Technologists) celebrated its 50th year's exhibition at McCormick Place, with an attendance that topped 17,500. A key trade show for the U.S. food ingredient market, the IFT featured 626 exhibitors, including numerous mid-size to multi-national food companies that supply ingredients to processed food products.

I was particularly impressed with the caliber and the variety of food companies at the IFT, including such companies as Borden, Bunge, Beatrice, ConAgra, Dole, Kraft, Miller Brewing, Sunkist, and Tree Top. Certain U.S. State Departments of Economic Development (California, Iowa, South Dakota) and U.S. trade associations (e.g. American Dairy Products Institute, American Egg Board) also exhibited at the show.

Three of the exhibitors were Ontario food companies, including Amcan Ingredients International (Toronto), CSP Foods Ltd. (Dundas), and Canadian Harvest (St. Thomas). For each of these companies, the show was a valuable source of new contacts for their food ingredient products. Additionally, Shoal Lake's local broker attended the show, and Shoal Lake expressed an interest in

participating within a government exhibit next year.

As we explore alternatives to value-added food exports, it is timely to consider the IFT show. Next year, it will be held in Anaheim, California on June 17-20, 1990. I suggest that an OMAF effort be explored.

**Grocery Trade Mission  
Kansas City, MO/KS  
September 20-22, 1989**

In April, 1989, I visited Kansas City to determine the most productive marketing forum for this U.S. market area. In Kansas City, I met with Associated Wholesale Grocers, the tenth largest U.S. grocery wholesaler, with annual sales of \$1.85 billion. AWG recommended that we work with the Allied Food Club, a local organization of brokers and distributors based in Kansas City's metropolitan area. Subsequently, I have spoken to the club's president on several occasions, and a date, time, and location have been established. The project will take on the form of a luncheon featuring Ontario products for members of the Allied Food Club.

Recruiting information was sent to Maureen Higa the week of May 22. Once recruiting is complete, a briefing will be given in mid-August to participating companies. The mission dates have been scheduled for September 20-22, 1989, with the trade luncheon to be held on September 21, 1989.

## Upcoming Projects

1. Follow-up Market Development to  
March, 1989 Trade Mission  
August, 1989  
Columbus, OH
2. Grocery Trade Mission  
September 20-22, 1989  
Kansas City, MO/KS
3. World Dairy Expo  
October 4-8, 1989  
Madison, WI
4. Incoming Grocery Mission  
October, 1989  
Toronto, Ontario
5. Incoming Buyers to Royal Ag Fair  
November, 1989  
Toronto, Ontario
6. P.R.O.F.I.T.  
November, 1989  
Windsor, Ontario/Detroit, Michigan



GOVERNMENT  
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JUSTICE DEPARTMENT REPORT  
BOSTON OFFICE ACTIVITY  
April 1, 1989 - September 30, 1989

April 1989

Major Activities:

Members of the Boston office participated in area conferences on free trade: April 4th on Canadian customs procedures and April 21st on the general overview of the Free Trade Agreement.

The Director of the Massachusetts Centers of Excellence program visited Toronto on April 19th.

May 1989

Major Activities:

Prime Minister Mulroney visited Boston on May 2 - 3.

Members of the Boston office participated in the World Trade Expo in Manchester, NH on May 10th, sponsored by the New Hampshire International Trade Association.

John Brady and Lisa Mitchell met with six managers and editors of "Electronic Purchasing" and "Engineering Design News".

Terry Gain appeared on a Free Trade Panel at the annual show of the Smaller Business Association of New England on May 11th.

MA Governor Dukakis was in Toronto May 30 - 31 for meetings with the Premier, the Premier's Council, healthcare, environmental, and transit officials.

June 1989

Major Activities:

Catharine Arnston and John Oakley staged a very successful mission of Ontario electrical utilities suppliers to New England electrical utilities May 30 - June 2. Companies visited: Boston Edison, Northeast Electric, New England Utilities, and New Hampshire Public Service.

JUSTICE DEPARTMENT REPORT  
BOSTON OFFICE ACTIVITY  
April 1, 1989 - September 30, 1989

Walter Stothers, Agent General, was in Boston June 5 - 7 for meetings with New England firms - Raytheon, Sanders/Lockheed, Stackpole, Cabot, and Norton.

A Free Trade and Europe '92 seminar was attended in Boston on June 15th.

Joyce Stephens attended technology transfer seminar June 22nd. in Kingston Ontario.

The Boston office moved to Suite # 4360 in the Prudential Center on June 16th.

July 1989

Major Activities:

Most all of our work this month consisted of planning efforts made on several specific projects - the Boston Harbor clean-up, our technology transfer program, and the Boston office's communication project.

One new joint venture success to report this month - Modern Redwood Production Ltd., of Beamsville.

August 1989

Major Activities:

The Boston office activities this month have been directed mainly towards setting up elements of the Fall trade and investment program.

John Campbell and Lisa Mitchell attended a Contractors Forum on August 9th. associated with the Boston Harbor clean-up project.

We reported three new investment results: Bolt Beranek & Newman, Inc. (Cambridge, MA), Raytheon Service Co. (Burlington, MA), and Gilbert & Son Ltd. (Laconia, NH) have decided to open Ontario locations.

Bill Dauphinee, of the Export Success Fund visited the Boston office on August 28th.

Ross Peebles, the Assistant Deputy Minister, visited the Boston office on August 31st.

JUSTICE DEPARTMENT REPORT  
BOSTON OFFICE ACTIVITY  
April 1, 1989 - September 30, 1989

September 1989

Major Activities:

Alot of time and preparation this month went into the planning of the Software Showcase coming up on October 10 - 11 and the visit of Monte Kwinter, Minister of Industry, Trade & Technology for the Investment Forum October 20th.

Lisa Mitchell participated in a medical device marketing seminar in Toronto on September 12th.

John Brady met with the New England Governors at a private session in Springfield, MA on September 22nd.

The technology transfer program has generated some 25 leads.



Government  
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APRIL 1989

### ATLANTA ACTIVITY

#### ACTIVITY SCHEDULE

- a. A great deal of activity this month centered on preparations for the CITEX Show and the SouthPak Show.
- b. Ten new A&D's in machine tool industry were recruited in a visit to the Apex (SME) Show in Atlanta.
- c. The southeastern Food Service Expo in Aug. '89 featured an 18 booth island shared between MITT, Ag. and Food (Ontario), the Atlanta Consulate and the Quebec office.

#### ATTENDED

- Assisted - State of Mississippi in gathering data to set up a Toronto trade office
- Attended briefings for several Ontario universities held at Georgia Tech on their research

#### INDUSTRIAL

- Assisted - State of Mississippi in gathering data to set up a Toronto trade office
- Made calls in Greensboro, NC on industries and the regional office of the U.S. Dept. of Commerce.



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MAY 1989

### ATLANTA ACTIVITY

#### ACTIVITY SCHEDULE

- a. Seven Ontario manufacturers exhibited in Ontario booth at recent CITEX Show (Computer Industry Trade Exposition) in Atlanta. Ten additional Ontario suppliers participated in the Federal booth.
- b. Seven Ontario companies exhibited at SouthPak '89 in Atlanta generating 415 leads. Small initial sales were made from the floor by 3 of our exhibitors.

#### ATTENDED

Attended the Georgia Economic Development Council meeting.

May 17-18 - Charlotte, NC BOM - interviewed 30 companies in the area.



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JUNE 1989

ATLANTA ACTIVITY

ATTENDED:

International Intermodal Expo '89.

The Atlanta Consulate organized a mission to Toronto of a group of Georgia Tech professors and scientists to meet Ontario universities to develop avenues of exchange in education (research and teaching).



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JULY 1989

### ATLANTA ACTIVITY

#### ATTENDED

- Attended official opening of Atlanta Market Center expansion. Approximately 25 countries were in attendance.

#### INDUSTRIAL

- Attended the official opening of Bahaus South's first U.S. plant; a 150,000 sq.ft. facility in Sautillo, Mississippi.



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AUGUST 1989

ATLANTA ACTIVITY

ACTIVITY SCHEDULE

- a. Ten Canadian firms exhibited in the Aug. 11-13 American Marine Trades Expose in Atlanta World Congress Center. The Canadian Consulate hosted seven of these. Ontario was represented by four firms.



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September 1989

ATLANTA ACTIVITY

ACTIVITY SCHEDULE

- a. Ross Peebles was keynote speaker at the 22nd annual meeting of the Alabama International Business Forum in Birmingham, AL on September 21, 1989.
- b. Participated in Florida Restaurant Association Expo in Orlando, FL Total of (6) Ontario companies participated, (4) as guests of MITT Atlanta and (2) on their own. Attendance exceeded 17,000 with close to 1000 exhibitors.

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**DALLAS OFFICE ACTIVITIES**

April 1, 1989 - September 30, 1989

**Major Activities - April 1989**

Total Sales - \$1,392,384  
Agents appointed - 16  
Companies assisted: 95  
1 joint venture reported - Laser Charge (Austin, TX)

**Highlights:**

Peter McDonald appointed Director to replace Ennio Vita-Finzi.

Staff visited the University of Texas Health Science Center in San Antonio, where we learned they have approximately 600 products in the medical field which are open for financial and/or licensing.

Participated in the Texas Association of Business Show and attended the Texas Industrial Development Council Conference.

**Major Activities - May 1989**

Total sales - \$3,702,000  
Agents appointed - 1  
Companies assisted: 30

**Highlights:**

Staffed an information booth with the Canadian Federal Government at the Offshore Technology Conference and distributed literature for seven Ontario manufacturers

Visited the Microbiologist Conference where we assisted eight manufacturers with sales leads.

Participated in the International Communications Association trade show in Dallas with eight Ontario exhibitors.

Conducted a follow-up visit to Weatherford, Texas, Business Opportunity Mission (February 1989) and received five additional industrial development leads.

Visited Houston Area Research Centre to discuss licensing and joint ventures.

Two important meetings were held to discuss the Texas-Ontario Technology-Exchange Roundtable. They included Texas educators, governments and businesses.

John Ardagh visited Dallas office.

**DALLAS OFFICE ACTIVITIES**

April 1, 1989 - September 30, 1989

Page Two

**Major Activities - June 1989**

Total sales - \$15,544,043

Agents appointed - 8

Companies assisted: 39

**Highlights:**

Electronic Components trade mission to Dallas with six Ontario manufacturers visiting eight major electronic equipment producers.

Construction Specification Institute trade show held in New Orleans.

Peter McDonald visited the Chicago territory and attended an Industrial Investment Seminar in Lisle, Illinois. Dallas and Chicago offices are planning a joint investment seminar in Wichita, Kansas, and Kansas City, Missouri, in October of this year.

Two Ontario firms visited a Texas company during this month and plans are progressing for one Licensing Agreement and Joint Venture.

**Major Activities - July 1989**

Total Sales - \$9,690,644

Agents appointed - 2

Companies assisted - 23

3 Licensing Agreements signed - Willett America (Fort Worth)

**Highlights:**

Bariven Corporation in Houston reported that 33 additional Ontario manufacturers have been approved to receive orders from Bariven. This has been an on-going project for over a year.

Recruiting has started for participation in the Society of Exploration Geophysicists Exposition to be held in Dallas in October. This will be a joint effort with the Dallas Canadian Consulate.

BSAF/Germany has announced that they have acquired 18 refineries and have hired Jacobs Engineering in Houston to upgrade all facilities over a three-year period at a contract value of over \$300 million. BSAF requested that Jacobs use Canadian content whenever possible. Peter McDonald and Jerry Conner will be working closely with Jacobs to assist them in any way possible.

(Continued on Page 3)

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**DALLAS OFFICE ACTIVITIES**

April 1, 1989 - September 30, 1989

Page Three

**Major Activities - July 1989 - (Cont'd.)**

Dallas Area Rapid Transit has announced a \$2.5 billion rail service and people-moving system.

The E.P.A. has emphasized an air and water cleanup program for the Texas and Louisiana coastline - at a cost of several billion dollars.

The Federal Government has allocated \$200 million to the Super Conducting Super Collider for this fiscal year. Hiring has started, and a short list of five contractors should be announced in early August.

**Major Activities - August 1989**

Total Sales - \$5,160,384

Agents appointed - 9

Companies assisted - 73

**Highlights:**

Business Opportunity Mission was held in El Paso, Texas. Seventeen appointments located several licensing opportunities and also a major area for the sale of electronic components, auto parts and some tooling.

Tom Hauser joined the Dallas staff as a Business Development Consultant for the apparel, furniture, environmental and oil and gas product sectors.

**Major Activities - September 1989**

Total sales - \$1,852,112

Agents appointed - 3

Companies assisted - 24

1 Branch Plant reported - Frigette Corp. (Fort Worth)

**Highlights:**

A preliminary meeting was held with Jacobs Engineering of Houston, who will be doing the engineering and procurement for BSAF for a total of 25 projects valued at \$300 million over the next 5 years.

UTDC submitted a bid presentation to DART for a contract to build the rail system from Dallas/Fort Worth Airport to downtown Dallas, valued at \$40 million.

(Continued on Page 4)

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**DALLAS OFFICE ACTIVITIES**

April 1, 1989 - September 30, 1989

Page Four

**Major Activities - September 1989 - (Cont'd.)**

We attended the Texas Industrial Development Council annual meeting where we had the opportunity to speak to the members about Joint Ventures and Licensing and the benefits to each community. We received several requests to hold cooperative Business Opportunity Missions in their respective community.

Meeting were held with Cinemark/BP to discuss opening a theatre chain in Ontario. Their plans include 250 screens in multi-screen theatres. Investment would be in the area of \$25 million and up to 500 jobs.

