

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

POST : 618-MINNEAPOLIS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ORGANIZE SOLO SHOW TO INCLUDE PRODUCT SHOWING BY 40
MANUFACTURERS PLUS NEW EXPORTERS SEMINAR AND TOUR OF
LOCAL TRADE.

ORGANIZE A SERIES OF PRODUCT SAMPLINGS AT BOTH BUYER AND
CONSUMER LEVEL

AGRICULTURE MACH, EQUIP, TOOLS

REP. LOCATOR ACTIVITY FOR AGRICULTURAL COMPONENT SUPPLIERS.

ANTICIPATED RESULTS:

INTRODUCTION OF 10 NEW EXPORTERS TO MARKET:
SHORTENED TIME BETWEEN INTRODUCTION AND INITI
AL SALES.

INCREASE PRODUCT MOVEMENT IN RETAIL STORES.

IDENTIFY ALTERNATE MARKETS FOR COMPONENT
SUPPLIERS OUTSIDE AG SECTOR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 FOOD AND BEVERAGE-FOLLOW UP OF LAST QUARTER'S
SOLO FOOD SHOW

QUARTER: 2 UPPER MIDWEST FARM EQUIPMENT MEETING, AUG 87,
HUSKER HARVEST DAYS, 87, UPPER MIDWEST HOSPITA-
LITY SHOW 88, SOLO FOOD SHOW 88.

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

23 FIRMS CONTACTED, ADD'L ASSISTANCE OFFERED.
REPORTED APPOINTMENT OF 7 NEW BROKERS AND SALES
OF \$400,000 U. S. ATTENDED WCFPS. INTRODUCED NEW
OFCR. REP. FOR SECTOR TO INDUSTRY. COMMENCED PLA-
NNING FOR HUSKER H. DAYS 9/87. DISCUSSED MKYQ. PLANS

DISC. OF FAR MACH. MKTG. STRATEGY ATTND'D BY 5
FED/PROV/IND. REPS.; ORG'D PARTIC. OF 18 COS AT
HUSK. HARV. DAYS: ON SITE SALES \$130,500. PLAN-
NING FOR NO. FARM SHOW. INFO BOOTH AT IA GROCER'
SHOW. ORG'D NEBS MISSION OF 14 MAN. FOOD MFCTRS.