

REPORT 4
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

FOOD HANDLING, PROCESSING EQUIP

AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO
TRADE INQUIRIES

ACTION 20 CANADIAN/5 LOCAL INQUIRIES

TO ASSIST IMPLEMENTATION OF NRA NATIONAL STAND IN 1988

TARGET RESULTS ARE 5 REPS TO BE APPOINTED &
\$1 MILLION IN EQUIPMENT SALES.

ATTEND AND MONITOR EQUIPMENT/PROCESSING SHOWS...I.E.THE AMERICAN
MEAT INSTITUTE IN 10/88, DAIRY & FOOD EXPO 9/88, FOOD MARKETING
INSTITUTE 5/88 (ONTARIO GOV.STAND), INTERBEV 10/88

RECOMMENDATIONS FOR MAXIMIZING CDN.PARTICIPATION
AND PRESENCE

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 NATIONAL STAND AT NRA SHOW 21-25MAY 88 FEATURING
INSTITUTIONAL FOOD EQUIPMENT MANUFACTURERS.
WESTERN CANADA FARM PROGRESS SHOW/REGINA/
21-24 JUNE 88.

12 COMPANIES PARTICIPATED.
REPS REGISTERED - 77
ESTIMATED POTENTIAL FUTURE SALES \$3 MILLION.
RECRUITED 6 INCOMING BUYERS, DEALERS,
DISTRIBUTORS.

QUARTER: 2 Int'l Fancy Food & Confection Show - July 1988

Western Canada Farm Progress Show, Regina, Sask.
Incoming buyers mission

6 co. in National Stand; on site sales \$23.5 mil
700 inquiries generated. 2.5 reps/distributors
of ag equip. attended event; 3 rep agreements
established on-site; 6 rep agreements currently
pending

QUARTER: 3 -----

QUARTER: 4 -----