REPT4D 90/01/23

## QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 89 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

DEVELOP A PROFILE/DATA BASE OF LOCAL DISTR REPS IN TERRITORY TERRITORY. ENCOURAGE NEW DISTRIBUTION FOR CDN PRODUCT IN OTHER PARTS OF

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 1.Organize PPP Exhibit for 3i Agricultural Mchy Show in Garden City, KS (April 89)

> 2. Recruit distributor/agents to attend West.CDA Farm Progress Show in Regina, Sask(June 89).

3 Organize PIPP Exhibit for TRGA Show (June 89).

QUARTER: 2 1. Recruit distributor/agents to attend Western Canada Farm Progress Show in Regina, Sask.

QUARTER: 3 ----

QUARTER: 4 ----

QUARTERLY RESULTS REPORTED:

- 1.11 CDN exhibitors in CDN Pavilion&12 others at 3i show. Reported 12 months sales >\$500,000.
- 2.12 distributor/rep recruited for WCFP.10 new agency agreements pending.
- 3.13 cos. product displayed, sales pending
- 1.11/11 buyers attended the Show and reported that several distributor agreements were made. Projected 12 month sales have been estimated at approx. 1.25 million (US).