

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:

MEATS & MEAT BY-PRODUCTS

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

ACTION 5 CANADIANS/5 LOCAL INQUIRIES

WORK CLOSELY WITH AND SUPPORT PROVINCIAL AUTHORITIES IN MONITORING TRADE/PRODUCT OPPORTUNITIES.

REPORT ON FINDINGS FROM 2 OUT CALLS

SEMI & PROCESSED FOOD & DRINK

INITIATE A SERIES OF 1-ON-1 MEETINGS WITH INSTITUTIONAL FOOD DISTRIBUTORS, BROKERS & ASSOCIATIONS IN CHICAGO RE: BUYING OPERATIONS/PRODUCT OPPORTUNITIES.

DEVELOPMENT OF A MINI-MARKET GUIDE. 8 OUT CALLS.

EVALUATION OF TASTE OF CANADA SOLO FOOD SHOW - SEPT. 1988

EVENT TARGET WAS MINIMUM SALES \$5 MILLION AND 10 REP/BROKERS APPOINTED

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

ACTION 50 CDN/40 LOCAL INQUIRIES

ASSIST WITH IMPLEMENTATION OF TASTE OF CANADA FOOD SHOW 9/88 A JOINT PROVINCIAL/FEDERAL INITIATIVE INVOLVING LOCAL OFFICERS OF ONTARIO AND QUEBEC

TARGET RESULTS ARE \$5 MILLION SALES AND 10 REPS APPOINTED.

ASSIST WITH IMPLEMENTATION OF NRA NATIONAL STAND/MAY 88, 10 COMPANIES.

TARGETED ON SITE SALES \$2 MILLION & THE APPOINTED OF 20 BROKERS/REPS RE: FOOD PRODUCT SALES. INCREASE PROFILE.

EVALUATION OF MAJOR FOOD SHOWS IN CHICAGO (NEW) PIZZA SHOW 7/88- FROZEN FOOD SHOW 2/88

WILL SUBMIT FINDINGS AND RECOMMENDATIONS IN REPORT FORM.

AGRICULTURE MACH, EQUIP, TOOLS

DETAILED FOLLOW-UP OF 2 SOLO SHOWS (1) JOHN DEERE MISSION/BEAVER DAM, WISCONSIN WHICH WAS HELD IN CONJUNCTION WITH GOV. OF ONTARIO IN 1986 (2) 1987 MANITOBA COMPONENTS MISSION TO CHICAGO

REPORT EVALUATION FUTURE MISSIONS SUBJECT TO FAVORABLE RECOMMENDATIONS/SUPPORT FROM PIMA

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

10 CANADIAN INQUIRIES/4 LOCAL INQUIRIES 2 OUT CALLS

ATTEND AND AUDIT REGIONAL FARMS SHOWS... CAPITAL CITY FARM SHOW 1/89, WORLD DAIRY EXPO 10/88 & ST. LOUIS FARM SHOW IN 10/88

RECOMMENDATIONS FOR MAXIMIZING CDN PRESENCE