

REPT4D
90/04/05

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 :602-CHICAGO

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

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	Food Marketing Institute (FMI) - National Stand Nat'l. Restaurant Assn. (NRA) - National Stand Western Canada Farm Progress (WCFP) - Mission Identified institutional/retail fd. distributors	FMI - 6 Cdn exhibitors/on-site sales \$90,000.00 Proj. sales \$2 million/Serious inquiries 300. NRA - 11 Cdn exhibitors/on-site sales \$4million Proj. sales \$18 million/Serious inquiries 750. WCFP - Recruited 7 buyers. Registered 18 fd.cos.
QUARTER: 2	-Identify institutional food distributors. -Identify food brokers & food associations. -Update 1985 Farm Machinery Guide.	-Profiles available/20 foodservice distributors. -Profiles available/45 brokers-29 associations. -Farm Machinery Guide ready for publication.
QUARTER: 3	1. Identify additional and update existing institutional food distributors. 2. Identify food brokers, associations and events for Wisconsin and Missouri.	1. Profile 9 additional companies and provided year-end market intelligence for existing food distributors. 2. Profiled contacts for Wisconsin and Missouri. Increased overall territory contacts to 140.
QUARTER: 4	-----	