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 :618-MINNEAPOLIS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 WESTERN CANADA FARM PROGRESS SHOW, INCOMING

BUYERS MISSION

SOLO FOOD AND BEVERAGE SHOW, MAY 16, 1989

QUARTER: 2 National Stand at Husker Harvest Days, Sept. 12-14, 1989, Grand Island, NE. Follow-up: Solo Food and Beverage Show, Alberta Beef Promotion.

Investigate new markets in territory.

QUARTER: 3 -----

QUARTER: 4 ----

RECRUITED 15 BUYERS

43 CDN FIRMS PARTICIPATED IN SOLO FOOD SHOW, 450 ATTENDEES, \$2 MILLION SALES, ALTA. BEEF PROMO .: 3 FIRMS PARTICIPATED, 20 ATTENDEES, \$200,00 SLS.

20 Cdn. Ag. Equip. co's participated in Natl. Stand. Assisted AB beef packers in becoming well established in market with initial sales of \$250,000. Participated in NE Retail Grocers Assoc. Show, Omaha, Sep. 11-12, 1989.