REPORT 4 88/10/21

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:

FOOD HANDLING, PROCESSING EQUIP

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

TO ASSIST IMPLEMENTATION OF NRA NATIONAL STAND IN 1988

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

ACTION 20 CANADIAN/5 LOCAL INQUIRIES

\$1 MILLION IN EQUIPMENT SALES.

TARGET RESULTS ARE 5 REPS TO BE APPOINTED &

ANTICIPATED RESULTS:

RECOMMENDATIONS FOR MAXIMIZING CDN. PARTICIPA-TION AND PRESENCE

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

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.

QUARTER: 2 ----

QUARTER: 3 ----

QUARTER: 4 ----

QUARTERLY RESULTS REPORTED:

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