

POST : 611-SEATTLE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

POST INITIATED PARTICIPATION IN NORTHWEST HOSPITALITY SHOW -  
PORTLAND (APRIL 87).

PEMD PARTICIPATION IN FAR WEST SHOW, PORTLAND (AUGUAT 87).

SOLO FOOD SHOW - SEATTLE (FEBRUARY 88)

ANTICIPATED RESULTS:

5 NEW COMPANIES DOING BUSINESS IN THE MARKET  
WITH 50,000 IN SALES WITHIN ONE YEAR.

DUE TO SLOW ACCEPTANCE OF NEW SOURCES \$50,000  
SALES WITHIN 2 YEARS.

5 NEW COMPANIES INTRODUCED TO MARKET, EXPAND  
LOCAL AWARENESS OF CDN SOURCES AND \$50,000  
IN SALES WITHIN ONE YEAR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PARTICIPATION IN NORTHWEST HOSPITALITY SHOW.

QUARTER: 2 PEMD PARTICIPATION IN FAR WEST SHOW, PORTLAND.

QUARTER: 3 NONE

QUARTER: 4 SOLO FOOD SHOW  
PACIFIC INTERNATIONAL HOSPITALITY SHOW (MARCH)

QUARTERLY RESULTS REPORTED:

DESPITE OUR EFFORTS, INDUSTRY INTEREST WAS INAD-  
EQUATE TO SUPPORT PARTICIPATION IN SHOW. ELEVEN  
MAILINGS WERE UNDERTAKEN IN SUPPORT OF BUYER CO-  
NNECTION PROGRAM. FOLLOW UP ON NEBS GENERATED  
FIVE BUSINESS INFLUENCED REPORTS.

FAR WEST SHOW: SELL-OUT SHOW INCLUDED 12 CDN  
EXHIBITORS.

INFORMATION BOOTH AT FISH EXPO GENERATED 32  
ENQUIRIES AND \$850,000 IN PROJECTED SALES.

SHOW TOOK PLACE MARCH 10 WITH 56 EXHIBITORS, 30  
NEW TO SHOW.  
POST SUCCESSFULLY ENCOURAGED 19 COMPANIES TO  
PARTICIPATE.