

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 603-CLEVELAND

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

AS FOLLOW-UP TO YEARLY SOLO FOOD SHOW POST WILL CONTINUE TO SUPPORT INDIVIDUAL CO'S THROUGH SERACHES AND INTRODUCTION OF FOOD BROKERS/DISTRIB. & CHAIN STORES WITH VIEW TO MAKING APPROPRIATE MATCHES.

ANTICIPATED RESULTS:

INCREASED BUYING CONNECTIONS , SALES DISTRIBUTION AGREEMENTS AND ESTABLISHMENT OF PRODUCTS IN STORES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 RECRUIT EXHIBITORS FOR THE OHIO STATE FARM SCIENCE REVIEW.

QUARTER: 3 ORGANIZE SOLO FOOD SHOW IN CLEVELAND.

QUARTER: 4 FEDERAL/QUEBEC FOOD MISSION

ONE CANADIAN FIRM EXHIBITED AT THE SHOW AND THREE AGENTS WERE APPOINTED.

28 FIRMS EXHIBITED AT SHOW. ON-SITE SALES \$55,000 WITH 12-MO. PROJECTED SALES TOTALLING \$3,000,000 ORGANIZED A WINE PROMOTION IN PBURG. HLD CHAM-PAGNE PROMOTION IN CONJUNCTION WITH 4-CITY PIANO CONCERT TOUR.

PROJECT CANCELLED