

REPT4D 15
89/12/05

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

POST :602-CHICAGO

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS: PLANNING

MEATS & MEAT BY-PRODUCTS

AS FOLLOW UP TO PREV INITI, WILL CONT TO RESPOND TO TRADE IN
ACTION 10 CANADIAN/15 LOCAL INQUIRIES.

SUPPORT LOCAL QUE OFFICE EXH AT AMER MEAT INSTIT SHOW, SEPT.

SEMI & PROCESSED FOOD & DRINK

INITIATE A SERIES OF ONE-ON-ONE MEETINGS W/INST FOOD DISTRIB
DEVELOPMENT OF MINI-MARKET GUIDE; 10 OUT CALLS.

FOLLOW UP TO PREV INITI, (FOOD PACIFIC 88 INTERVIEWS)
ACTION 50 CANADIAN/100 LOCAL INQUIRIES.

FOOD MKT INSTITUTE SHOW, 8 CO., NATIONAL STAND, MAY 1989
25 REP/BROKER AGREEMENTS NATIONALLY PROJECTED 12 MONTH

SALES 3 MILLION.

ASSESS LOCAL FOOD MKT TO DETER NECESS FORMAT FOR CREATING
DEVELOPMENT OF IN-STORE RETAIL PROMOTION IN CHICAGO.

INCREASED PUBLICITY & VISIBILITY FOR CDN FOOD INDUSTRY.

IDENTIFY ALL TRADE SHOW OPPORTUNITIES HOSTED IN POST TERRIT
DEVELOPMENT OF COMPREHENSIVE REFERENCE MANUAL OF REGIONAL

AND NATIONAL ABOVE.

AGRICULTURE MACH,EQUIP,TOOLS

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQ
ACTION 12 CANADIAN/14 LOCAL INQUIRIES.

REVISE FARM MACHINERY GUIDE OF 1985
PROVIDE CURRENT AND UPDATED INFORMATION RE INDUSTRY EVENTS

AND OPPORTUNITIES.

FOOD HANDLING,PROCESSING EQUIP

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQ
ACTION 30 CANADIAN/20 LOCAL INQUIRIES.

SUPPORT QUE GOVT W/PROV EXHIBITS AT FOOD & DAIRY EXPO, 11/89
INCREASED PROFILE OF CANADIAN CAPABILITIES.