

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 : 602-CHICAGO

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

DETERMINE POTENTIAL FOR LIVESTOCK BREEDING STOCK AND PREPARE
REPORT OUTLINING POTENTIAL.

\$500,00 IN NEW SALES FIRST YEAR

ONE ON ONE MEETINGS WITH INSTITUTIONAL FOOD DISTRIBUTORS, BROKERS
RETAILERS AND FOOD ASSOCIATIONS IN ST. LOUIS, KANSAS CITY AND
MILWAUKEE. RE: BUYING OPERATIONS AND PRODUCT OPPORTUNITIES.

DEVELOPMENT OF MINI-MARKET REPORT.

AGRICULTURE MACH, EQUIP, TOOLS

UNDERTAKE A POST PRODUCED LIVESTOCK EQUIPMENT MARKET.

\$4 MILLION IN NEW BUSINESS OVER 2 YEARS.

ESTABLISH CONTACT WITH QUEBEC, B.C. AND MARITIME FARM EQUIPMENT
ASSOCIATIONS TO PLUG THEM INTO OUR INFO SYSTEMS AND COORDINATE
MARKETING SEMINARS IN CANADA.

\$2 MILLION IN NEW BUSINESS OVER 2 YEARS.

MARKETING SEMINARS ACROSS CANADA AS FOLLOW-UP TO LIVESTOCK
EQUIPMENT MARKET STUDY

\$4MILLION IN NEW BUSINESS OVER 2 YEARS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INTRODUCTION OF MOLSON LIGHT BEER TO CHICAGO
MARKET THROUGH RECEPTION HOSTED AT CONGEN.

80 DEALERS ATTENDED, MANY NOW SELLING MOLSON
LIGHT.

QUARTER: 1 MANITOBA TRADE MISSION/REP LOCATOR ACTIVITY
FOR 11 COMPONENT SUPPLIERS. APRIL 28-30/87.

5 REPS APPOINTED/DETAILS TO FOLLOW. SALES WILL
BE REPORTED SEPT/87. REPEAT OF EVENT IN 1989 IS
BEING PLANNED FOR MILWAUKEE, WI. NUMBER OF EXHI-
BITORS TO BE TRIPLED.

QUARTER: 2 SOLO FOOD SHOW "TASTE OF CANADA". 71 COMPANIES
FROM ALL ACROSS CANADA EXHIBITED.

363 PEOPLE ATTENDED THIS EVENT (INSTITUTIONAL
AND RETAIL FOODS) FROM CHICAGO AND MILWAUKEE
TERRITORY.

QUARTER: 3 -----

QUARTER: 4 -----