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:	ANTICIPATED RESULTS:
MEATS & MEAT BY-PRODUCTS	
AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.	ACTION 5 CANADIANS/5 LOCAL INQUIRIES
WORK CLOSELY WITH AND SUPPORT PROVINCIAL AUTHORITIES IN MONITO-RING TRADE/PRODUCT OPPORTUNITIES.	REPORT ON FINDINGS FROM 2 OUT CALLS
SEMI & PROCESSED FOOD & DRINK	
INITIATE A SERIES OF 1-ON-1 MEETINGS WITH INSTITUTIONAL FOOD DISTRIBUTORS, BROKERS & ASSOCIATIONS IN CHICAGO RE: BUYING OPERA-TIONS/PRODUCT OPPORTUNITIES.	DEVELOPMENT OF A MINI-MARKET GUIDE. 8 OUT CALLS.
EVALUATION OF TASTE OF CANADA SOLO FOOD SHOW - SEPT. 1988	EVENT TARGET WAS MINIMUM SALES $5 MILLION AND 10 REP/BROKERS APPOINTED
AS A FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES.	ACTION 50 CDN/40 LOCAL INQUIRIES
ASSIST WITH IMPLEMENTATION OF TASTE OF CANADA FOOD SHOW 9/88 A JOINT PROVINCIAL/FEDERAL INITIATIVE INVOLVING LOCAL OFFICERS OF ONTARIO AND QUEBEC	TARGET RESULTS ARE $5 MILLION SALES AND 10 REPS APPOINTED.
ASSIST WITH IMPLEMENTATION OF NRA NATIONAL STAND/MAY 88, 10 COM-PANIES.	TARGETED ON SITE SALES $2 MILLION & THE AP-POINTED OF 20 BROKERS/REPS RE: FOOD PRODUCT SALES. INCREASE PROFILE.
EVALUATION OF MAJOR FOOD SHOWS IN CHICAGO (NEW) PIZZA SHOW 7/88-FROZEN FOOD SHOW 2/88	WILL SUBMIT FINDINGS AND RECOMMENDATIONS IN REPORT FORM.
AGRICULTURE MACH, EQUIP, TOOLS	
DETAILED FOLLOW-UP OF 2 SOLO SHOWS (1) JOHN DEERE MISSION/BEAVER DAM, WISCONSIN WHICH WAS HELD IN CONJUNCTION WITH GOV. OF ONTARIO IN 1986 (2) 1987 MANITOBA COMPONENTS MISSION TO CHICAGO	REPORT EVALUATION FUTURE MISSIONS SUBJECT TO FAVORABLE RECOMMENDATIONS/SUPPORT FROM PIMA
AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRA-DE INQUIRIES	10 CANADIAN INQUIRIES/4 LOCAL INQUIRIES 2 OUT CALLS
ATTEND AND AUDIT REGIONAL FARMS SHOWS. . CAPITAL CITY FARM SHOW 1/89, WORLD DAIRY EXPO 10/88 & ST. LOUIS FARM SHOW IN 10/88	RECOMMENDATIONS FOR MAXIMIZING CDN PRESENCE