

REPORT 4
87/09/25

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

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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
EXHIBITORS TO BE TRIPLED.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----