

REPT4D
90/04/05

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 :603-CLEVELAND

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SOLO FOOD SHOW - PITTSBURGH (1990)
\$3 MILLION (12 MONTHS).

BRITISH COLUMBIA INCOMING WINE TOUR
\$150,000 (12 MONTHS).

OHIO GROCER'S ASSOCIATION 10/89

FARM MACHINERY SHOW 2/90

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

- QUARTER: 1
- A. Ohio Grocers Association Expo-Columbus, OH
 - B. National Farm Machinery Show-Louisville, KY
 - C. British Columbia Incoming Wine Mission-Pittsburgh, PA
 - D. Solo Food Show-Pittsburgh, PA

- A. Space confirmed & recruiting commenced by Post & OTT. B. Visited-will have natl stand in 1990
- C. This was BC govt initiative but not followed thru. D. PBURG office worked w/Ontario govt at their recent solo show in Pittsburgh.

- QUARTER: 2
- A. Solo Food Show - Pittsburgh
 - B. British Columbia Incoming Wine Tour

Events A & B were held concurrently in two locations Kaufmann's Department Store and Joseph Horne's in conjunction with fashion shows featuring fur & leatherwear. Ten companies participated. See Special Activities #9.

- QUARTER: 3
- A. Ohio Grocer's Association

A. Organized Cdn Pavilion with 21 exhibitors & reception featuring exhibitors products. Twelve month sales projections total \$1M.

QUARTER: 4 -----