

REPT4D  
90/01/23

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

TRACKING:            ACTIVITIES UNDERTAKEN IN QUARTER:            QUARTERLY RESULTS REPORTED:

QUARTER: 1 Food Marketing Institute (FMI) - National Stand  
Nat'l. Restaurant Assn. (NRA) - National Stand  
Western Canada Farm Progress (WCFP) - Mission  
Identified institutional/retail fd. distributors

FMI - 6 Cdn exhibitors/on-site sales \$90,000.00  
Proj. sales \$2 million/Serious inquiries 300.  
NRA - 11 Cdn exhibitors/on-site sales \$4million  
Proj. sales \$18 million/Serious inquiries 750.  
WCFP - Recruited 7 buyers. Registered 18 fd.cos.

QUARTER: 2 -Identify institutional food distributors.  
-Identify food brokers & food associations.  
-Update 1985 Farm Machinery Guide.

-Profiles available/20 foodservice distributors.  
-Profiles available/45 brokers-29 associations.  
-Farm Machinery Guide ready for publication.

QUARTER: 3 -----

QUARTER: 4 -----