

REPORT 4
89/10/10

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 :618-MINNEAPOLIS

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

<p>PLANNING: ACTIVITIES PROPOSED IN POST PLAN:</p> <p>IN COOPERATION WITH WESTERN CDN. DRIE OFFICES, DEVELOP EDUCATIO- NAL SEMINARS/NEBS MISSIONS FOR PROSPECTIVE FOOD PRODUCTS EXPORT- ERS.</p> <p>EXPLORE POSSIBILITIES OF FOOD SALES TO MILITARY THROUGH SUPER VALU DISTRIBUTION SYSTEM.</p> <p>AGRICULTURE MACH,EQUIP,TOOLS</p> <p>FARM EQUIPMENT SEMINAR MINOT, NORTH DAKOTA, JAN'88.</p>	<p>ANTICIPATED RESULTS:</p> <p>ENHANCED EXPORT READINESS FOR SMALL MANUFAC- TURERS.</p> <p>MARKET PENETRATION.</p> <p>INCREASED EFFECTIVENESS OF FARM EQUIPMENT MANUFACTURERS PARTICIPATION IN THE NORTH DAKOTA MARKET.</p>
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<p>TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:</p> <p>QUARTER: 1 ORGANIZATION OF SOLO FOOD AND BEVERAGE SHOW, APRIL 19, 1988. PLANNING AND RECRUITMENT FOR HUSKER HARVEST DAYS, SEPTEMBER 13-15, 1988.</p> <p>QUARTER: 2 Info. booth at World Ag Expo, Amana, Iowa, National Stand at Husker Harvest Days, Grand Island, Nebraska. Participated in Food Pacific Marketplace, Vancouver</p> <p>QUARTER: 3 30 Canadian companies participated in Northern Farm show, St.Paul, MN. Consulate had informa- tion booth</p> <p>QUARTER: 4 11 CO'S PARTICIPATED IN NATL STAND AT TRIUMPH OF AG, OMAHA. SPONSORED 3 BUYERS TO CDN INTL FARM EQUIP SHOW, TRNTO. INFO BOOTHS AT ND AG EXPO & MATE. FARM MACH NEBS FOR 16 CO'S TO ND. PORK BUYERS TO MANITOBA. UPPER MIDWEST HOSP. SHOW</p>	<p>QUARTERLY RESULTS REPORTED:</p> <p>41 CANADIAN FIRM PARTICIPATED, ESTIMATED SALES \$2 MILLION. 13 PARTICIPANTS HAVE BEEN RECRUITED TO DATE.</p> <p>87 export enquir. recvd at World Ag Expo, 27 Cdn co. particip. in Nat. Stand at Husker. On site sales \$240,000; 12 mo. sales projections over 2 million. Interviewed over 30 firms; reports of sales over \$100,000</p> <p>200 inquiries received;number of Cdn. manufactu- rers generated serious leads, wrote orders, or established new buying connections. Survey of supermarket meat buyers re: Alberta beef promotion.</p> <p>SALES PROJECTIONS \$706,000; 8 REPS/DISTRIBUTORS APPOINTED, 19 AGENTS PENDING. U.S. BUYERS APPTD. BY 2 CDN CO'S. 4 BUYERS PARTICIPATED IN PORK BUYERS MISSION SALES AVERAGING 40,000 PER MO. 5 FOOD/BEV EXHIB. IN UPS SHOW, PROJ SLS \$2 MIL.</p>
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