

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

POST : 604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

PARTICIPATION WITH PRODUCT INFORMATION BOOTHS IN FT. WORTH FAT STOCK SHOW & PAN AMERICAN LIVESTOCK SHOW.

INCREASED SALES OF BREEDING STOCK.

SEMI & PROCESSED FOOD & DRINK

INTRODUCE 10 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

5 NEW AGENCIES/10 NEW EXPORT CONTRACTS.

AGRICULTURE MACH, EQUIP, TOOLS

FOLLOW-UP WORK TO PARTICIPATION WITH PRODUCT INFO BOOTH IN AMARILLO FARM & RANCH SHOW, NOV. 86

SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS SIGNED.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PARTICIPATE IN 31 AG EQPT SHOW-THE PRIME DRYLAND FARMING EQPT SHOW IN TERRITORY. RECRUIT FOR WESTERN CANADA FARM PROGRESS SHOW. PARTICIPATE IN TX RESTAURANT ASS'N SHOW WITH INFO BOOTH.

24 CDN SUPPLIERS IN NATIONAL STAND PLUS 7 OTHERS ON THEIR OWN AT 31. ON-SITE SALES \$132,500-1YEAR FORECAST \$1.8M. SENT 2 BUYERS TO WCFP SHOW, REGINA. SOLICITED PRODUCT & LITERATURE FROM 17 CDN COYS FOR BOOTH AT TRA. OBTAINED 51 SERIOUS LEADS.

QUARTER: 2 LIVESTOCK: PART'N IN FORTH WORTH & DALLAS STOCK SHOW. MACHINERY: FOLLOW-UP ON 1986 AMARILLO FARM SHOW. HORTICULTURE: PARTICIPATE IN TEXAS ASSOCIATION OF NURSERYMAN SHOW.

DUE TO SCHEDULE & PERSONNEL CONSTRAINT UNABLE TO ENTER DALLAS SHOW THIS YR. CURRENTLY EXPLORING PART'N IN HSTN LIVESTOCK SHOW MAR. '88. SENT 2 CATTLE BUYERS TO CDA. -CURRENTLY PREPARING SUBSTANTIVE PART'N IN NOV. 87 AMARILLO SHOW.

QUARTER: 3 -----

QUARTER: 4 -----