

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 :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 WESTERN CANADA FARM PROGRESS SHOW, INCOMING
BUYERS MISSION

SOLO FOOD AND BEVERAGE SHOW, MAY 16, 1989

QUARTER: 2 National Stand at Husker Harvest Days, Sept.
12-14, 1989, Grand Island, NE. Follow-up: Solo
Food and Beverage Show, Alberta Beef Promotion.
Investigate new markets in territory.

QUARTER: 3 Exhibited at Northern Farm Show with an info.
booth November 28-30, 1989.

QUARTER: 4 Participated in Upper Midwest Hospitality Show.
Agricultural NEBS Mission to Great Falls, Mont.
Agricultural NEBS Mission to Minot, North Dakota
National Stand at Triumph of Ag Show, Omaha, NE.

RECRUITED 15 BUYERS

43 CDN FIRMS PARTICIPATED IN SOLO FOOD SHOW, 450
ATTENDEES, \$2 MILLION SALES, ALTA. BEEF PROMO.:
3 FIRMS PARTICIPATED, 20 ATTENDEES, \$200,00 SLS.

20 Cdn. Ag. Equip. co's participated in Natl.
Stand. Assisted AB beef packers in becoming well
established in market with initial sales of
\$250,000. Participated in NE Retail Grocers
Assoc. Show, Omaha, Sep. 11-12, 1989.

Provided information of Canadian manufacturers
of agricultural equipment.

On-site sales in UMWHS of \$24,000.
25 companies from AL, SA, and MA participated.
17 companies from SA and AL with 1 sale of \$3500
11 companies represented in National Stand.