

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 :602-CHICAGO

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

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	FOOD HANDLING, PROCESSING EQUIP	
	AS FOLLOW-UP TO PREVIOUS INITIATIVES, CONTINUE TO RESPOND TO TRADE INQUIRIES	ACTION 20 CANADIAN/5 LOCAL INQUIRIES
	TO ASSIST IMPLEMENTATION OF NRA NATIONAL STAND IN 1988	TARGET RESULTS ARE 5 REPS TO BE APPOINTED & \$1 MILLION IN EQUIPMENT SALES.
	ATTEND AND MONITOR EQUIPMENT/PROCESSING SHOWS...I.E.THE AMERICAN MEAT INSTITUTE IN 10/88, DAIRY & FOOD EXPO 9/88, FOOD MARKETING INSTITUTE 5/88 (ONTARIO GOV.STAND), INTERBEV 10/88	RECOMMENDATIONS FOR MAXIMIZING CDN.PARTICIPATION AND PRESENCE

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 NATIONAL STAND AT NRA SHOW 21-25MAY 88 FEATURING INSTITUTIONAL FOOD EQUIPMENT MANUFACTURERS. WESTERN CANADA FARM PROGRESS SHOW/REGINA/ 21-24 JUNE 88.	12 COMPANIES PARTICIPATED. REPS REGISTERED - 77 ESTIMATED POTENTIAL FUTURE SALES \$3 MILLION. RECRUITED 6 INCOMING BUYERS, DEALERS, DISTRIBUTORS.
	QUARTER: 2 Int'l Fancy Food & Confection Show - July 1988 Western Canada Farm Progress Show, Regina, Sask. Incoming buyers mission	6 co. in National Stand; on site sales \$23.5 mil 700 inquiries generated. 2. 5 reps/distributors of ag equip. attended event; 3 rep agreements established on-site; 6 rep agreements currently pending
	QUARTER: 3 In support of Peat Marwick study re: fish prod. planned to provide detailed information on fish buyers and wholesalers in territory.	Canvassed and detailed information of 30 major fish buyers wholesalers
	QUARTER: 4 FMI National Stand approved; Post recruited 7 coys to date. Created WIN retrieval system for local buyers and reps for food products.	