

REPT4D

90/04/05

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

AS FOLLOW UP TO PREV INITI, WILL CONT TO RESPOND TO TRADE IN ACTION 10 CANADIAN/15 LOCAL INQUIRIES.

SUPPORT LOCAL QUE OFFICE EXH AT AMER MEAT INSTIT SHOW, SEPT.

SEMI & PROCESSED FOOD & DRINK

INITIATE A SERIES OF ONE-ON-ONE MEETINGS W/INST FOOD DISTRIB DEVELOPMENT OF MINI-MARKET GUIDE; 10 OUT CALLS.

FOLLOW UP TO PREV INITI, (FOOD PACIFIC 88 INTERVIEWS) ACTION 50 CANADIAN/100 LOCAL INQUIRIES.

FOOD MKT INSTITUTE SHOW, 8 CO., NATIONAL STAND, MAY 1989
25 REP/BROKER AGREEMENTS NATIONALLY PROJECTED 12 MONTH

ASSESS LOCAL FOOD MKT TO DETER NECESS FORMAT FOR CREATING DEVELOPMENT OF IN-STORE RETAIL PROMOTION IN CHICAGO.

IDENTIFY ALL TRADE SHOW OPPORTUNITIES HOSTED IN POST TERRIT DEVELOPMENT OF COMPREHENSIVE REFERENCE MANUAL OF REGIONAL

AGRICULTURE MACH,EQUIP,TOOLS

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQ ACTION 12 CANADIAN/14 LOCAL INQUIRIES.

REVISE FARM MACHINERY GUIDE OF 1985
PROVIDE CURRENT AND UPDATED INFORMATION RE INDUSTRY EVENTS

FOOD HANDLING,PROCESSING EQUIP

AS FOLLOW UP TO PREV INITI, CONTINUE TO RESPOND TO TRADE INQ ACTION 30 CANADIAN/20 LOCAL INQUIRIES.

SUPPORT QUE GOVT W/PROV EXHIBITS AT FOOD & DAIRY EXPO, 11/89
INCREASED PROFILE OF CANADIAN CAPABILITIES.

SALES 3 MILLION.

INCREASED PUBLICITY & VISIBILITY FOR CDN FOOD INDUSTRY.

AND NATIONAL ABOVE.

AND OPPORTUNITIES.