

REPORT 4  
88/03/21

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

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POST : 603-CLEVELAND

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

AS FOLLOW-UP TO YEARLY SOLO FOOD SHOW POST WILL CONTINUE TO SUPPORT INDIVIDUAL CO'S THROUGH SEARCHES AND INTRODUCTION OF FOOD BROKERS/DISTRIB. & CHAIN STORES WITH VIEW TO MAKING APPROPRIATE MATCHES.

ANTICIPATED RESULTS:

INCREASED BUYING CONNECTIONS , SALES DISTRIBUTION AGREEMENTS AND ESTABLISHMENT OF PRODUCTS IN STORES.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 RECRUIT EXHIBITORS FOR THE OHIO STATE FARM SCIENCE REVIEW.

QUARTER: 3 ORGANIZE SOLO FOOD SHOW IN CLEVELAND.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

ONE CANADIAN FIRM EXHIBITED AT THE SHOW AND THREE AGENTS WERE APPOINTED.

28 FIRMS EXHIBITED AT SHOW. ON-SITE SALES \$55,000 WITH 12-MO. PROJECTED SALES TOTALLING \$3,000,000 ORGANIZED A WINE PROMOTION IN PBURG. HLD CHAMPAGNE PROMOTION IN CONJUNCTION WITH 4-CITY PIANO CONCERT TOUR.