

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 :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

DEVELOP A PROFILE/DATA BASE OF LOCAL DISTR REPS IN TERRITORY TERRITORY.
ENCOURAGE NEW DISTRIBUTION FOR CDN PRODUCT IN OTHER PARTS OF

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Organize PPP Exhibit for 3i Agricultural Mch
Show in Garden City, KS (April 89)
2.Recruit distributor/agents to attend West.CDA
Farm Progress Show in Regina, Sask(June 89).
3 Organize PIPP Exhibit for TRGA Show (June 89).

1.11 CDN exhibitors in CDN Pavilion&12 others at
3i show. Reported 12 months sales >\$500,000.
2.12 distributor/rep recruited for WCFP.10 new
agency agreements pending.
3.13 cos. product displayed,sales pending

QUARTER: 2 1.Recruit distributor/agents to attend
Western Canada Farm Progress Show in
Regina, Sask.

1.11/11 buyers attended the Show and reported
that several distributor agreements were
made. Projected 12 month sales have been
estimated at approx. 1.25 million (US).

QUARTER: 3 1)Prepared official program for Agribition
Executives to visit Houston and Ft. Worth and
meet with prospective invitees to the Western
Cda Agribition, Sask (Nov. 25-30/89) & liaise
with US industry associations.

1)10-15 buyers attended the show. Very positive
comments received from attendees.

QUARTER: 4 1.Began preparations for Texas Retail Grocers
Association Show reception in San Antonio, TX
(June '90)

1.Contactd La Maison del Rio and began menu
planning and show activities.

QUARTER: 3 a) Organized the APMA regional Directors Meeting
where Adm. Gurney addressed group.
b) Also organized U.S./Canada Culture seminar.

122 people attended the APMA reception from the
whole party & assembly community. There were
109 people in attendance at the Culture seminar.
Both functions offered an excellent forum to
network & discuss items of mutual concern.

QUARTER: 4 Sat 1990 - 8 companies & 2 shows. Participated
in Canada booth exhibiting their products and
capabilities. We also had in excess of 300
people at our Investment seminar held at Club
Hotel.

Many leads and contacts were made by the
companies who participated in the trade show
booth. Also, seminar was an excellent opportunity
to be able to network most effectively.