

REPORT 4
87/09/25

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 : 618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ORGANIZE SOLO SHOW TO INCLUDE PRODUCT SHOWING BY 40
MANUFACTURERS PLUS NEW EXPORTERS SEMINAR AND TOUR OF
LOCAL TRADE.

ORGANIZE A SERIES OF PRODUCT SAMPLINGS AT BOTH BUYER AND
CONSUMER LEVEL

AGRICULTURE MACH, EQUIP, TOOLS

REP. LOCATOR ACTIVITY FOR AGRICULTURAL COMPONENT SUPPLIERS.

ANTICIPATED RESULTS:

INTRODUCTION OF 10 NEW EXPORTERS TO MARKET;
SHORTENED TIME BETWEEN INTRODUCTION AND INITI
AL SALES.

INCREASE PRODUCT MOVEMENT IN RETAIL STORES.

IDENTIFY ALTERNATE MARKETS FOR COMPONENT
SUPPLIERS OUTSIDE AG SECTOR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 FOOD AND BEVERAGE-FOLLOW-UP OF LAST QUARTER'S
SOLO FOOD SHOW.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

23 FIRMS CONTACTED, ADD'L ASSISTANCE OFFERED. RE-
PORTED APPOINTMENT OF 7 NEW BROKERS & SALES OF
\$400,000 U. S. ATTENDED WCFPS. INTRODUCED NEW OFCR.
REP. FOR SECTOR TO INDUSTRY. COMMENCED PLANNING
FOR HUSKER H. DAYS 9/87. DISCUSSED MKTG. PLANS/PIMA