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 :604-DALLAS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
FAIRS ARE AN IMPORTANT ELEMENT OF OUR TRADE PROMOTION ACTIVITIES IN THIS SECTOR. THESE FAIRS ARE POST INITIATED AND POST ARGANIZED .	
ORGANIZED AND RECRUIT APPROPRIATE COMPANIES TO PARTICIPATE IN THE TEXAS RETAIL GROCERS ASSOCIATION SHOW(JUNE 1988). OUR FIRST PARTICIPATION; TARGET IS 10 NEW COMPANIES.	SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS TO BE SIGNED.
ASSIST IN RECRUITING COMAPNIES FROM FOOD AND RESTAURANT EQUIPMENT SECTORS FOR PARTICIPATION IN THE TEXAS RESTAURANT ASSOCIATION SHOW (JUNE 1988). TARGET IS 20 COMPANIES.	" " " " " " " "
FAIRS ARE IMPORTANT ELEMENT OF OUR TRADE PROMOTION ACTIVITIES IN THIS SECTOR. THEY ARE THE BEST MEDIUM TO REACH THE LARGEST NUMBER OF AGENTS AND END USERS.	
NATIONAL EXHIBIT AT 31 AGRICULTURAL MACHINERY AND EQUIPMENT SHOW , GREAT BEND, KS(APRIL 88). COORDINATE SHOW EXHIBIT DETAILS WITH UTE. TARGET IS 25 EXHIBITORS INCLUDING 10 NEW ONES.	SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS. PROJECTED SALES OF $750,000 MILLIONS.
ORGANIZED AND RECRUIT CDN COMPANY PARTICIPATION IN AMARILLO FARM AND RANCH SHOW (NOV.88). TARGET IS 10 NEW EXHIBITORS/PARTICIPANTS . THIS FAIR IS POST INITIATED AND POST ORGANIZED.	SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENT TO B -E SIGNED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 ORGANIZE & RECRUIT COS FRO TX RETAIL GROCERS ASSOC SHOW(JUNE 88).TARGET WAS 10 NEW COS. RECRUIT FOOD COS TO PARTICIPATE IN TX RESTAURANT ASSOC.SHOW(JUNE 88). TARGET WAS 20 COMPANIES.	14 COS PARTICIPATED IN BOOTH(TRGA,HOUSTON JUNE 5-7/88).6 COS DEMONST'D PROD FM OUR INFO BOOTH. ESTIMATED SALES FOR NEXT 12 MONTHS $500,000. BOOTH WON TRGA AWARD FOR BEST MULTI-PROD DISPLAY .9COS PROV PROD SAMPLES FOR TRA SHOW(HSTN JUNE
QUARTER: 2 Organize & recruit companies for particip. in Amarillo Farm & Ranch Show (Nov. 88). 2. National Exhibit at 3i 1989 in Garden City, Kansas (April 89)	Recruitment commenced. Provincial officers consulted re potential recruits. 2. PPP Project approved by UTE. Liaison with show organizers
QUARTER: 3 Nat'l exhibit at 3I 1989 Show in Garden City,Ks. PIPP exhibit at Amarillo Farm and Ranch Show (November 1988), Amarillo, Texas.	Liaison with UTE,ISTC,Provinces & companies regarding recruitment for show. Received literature from 20 Cdn cos & displayed at Amarillo Show. No on-site sales from the Info Booth,but several agency agreements