

POST : 611-SEATTLE

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

POST INITIATED PARTICIPATION IN NORTHWEST HOSPITALITY SHOW -
PORTLAND (APRIL 87).

PEMD PARTICIPATION IN FAR WEST SHOW, PORTLAND (AUGUAT 87).

SOLO FOOD SHOW - SEATTLE (FEBRUARY 88)

ANTICIPATED RESULTS:

5 NEW COMPANIES DOING BUSINESS IN THE MARKET
WITH 50,000 IN SALES WITHIN ONE YEAR.

DUE TO SLOW ACCEPTANCE OF NEW SOURCES \$50,000
SALES WITHIN 2 YEARS.

5 NEW COMPANIES INTRODUCED TO MARKET, EXPAND
LOCAL AWARENESS OF CDN SOURCES AND \$50,000
IN SALES WITHIN ONE YEAR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PARTICIPATION IN NORTHWEST HOSPITALITY SHOW.

QUARTER: 2 PEMD PARTICIPATION IN FAR WEST SHOW, PORTLAND.

QUARTER: 3 NONE

QUARTER: 4 SOLO FOOD SHOW
PACIFIC INTERNATIONAL HOSPITALITY SHOW (MARCH)

QUARTERLY RESULTS REPORTED:

DESPITE OUR EFFORTS, INDUSTRY INTEREST WAS INAD-
EQUATE TO SUPPORT PARTICIPATION IN SHOW. ELEVEN
MAILINGS WERE UNDERTAKEN IN SUPPORT OF BUYER CO-
NNECTION PROGRAM. FOLLOW UP ON NEBS GENERATED
FIVE BUSINESS INFLUENCED REPORTS.

FAR WEST SHOW: SELL-OUT SHOW INCLUDED 12 CDN
EXHIBITORS.

INFORMATION BOOTH AT FISH EXPO GENERATED 32
ENQUIRIES AND \$850,000 IN PROJECTED SALES.

SHOW TOOK PLACE MARCH 10 WITH 56 EXHIBITORS, 30
NEW TO SHOW.
POST SUCCESSFULLY ENCOURAGED 19 COMPANIES TO
PARTICIPATE.