

REPT4D
90/04/05

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

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 Mchy
 Show in Garden City, KS (April 89)
 2.Recrut 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.Recrut 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 -----