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

POST : 602-CHICAGO

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
ANIMAL, POULTRY BREEDING STOCK	
DETERMINE POTENTIAL FOR LIVESTOCK BREEDING STOCK AND PREPARE REPORT OUTLINING POTENTIAL.	$500,00 IN NEW SALES FIRST YEAR
ONE ON ONE MEETINGS WITH INSTITUTIONAL FOOD DISTRIBUTORS, BROKERS RETAILERS AND FOOD ASSOCIATIONS IN ST. LOUIS, KANSAS CITY AND MILWAUKEE. RE: BUYING OPERATIONS AND PRODUCT OPPORTUNITIES.	DEVELOPMENT OF MINI-MARKET REPORT.
AGRICULTURE MACH, EQUIP, TOOLS	
UNDERTAKE A POST PRODUCED LIVESTOCK EQUIPMENT MARKET.	$4 MILLION IN NEW BUSINESS OVER 2 YEARS.
ESTABLISH CONTACT WITH QUEBEC, B.C. AND MARITIME FARM EQUIPMENT ASSOCIATIONS TO PLUG THEM INTO OUR INFO SYSTEMS AND COORDINATE MARKETING SEMINARS IN CANADA.	$2 MILLION IN NEW BUSINESS OVER 2 YEARS.
MARKETING SEMINARS ACROSS CANADA AS FOLLOW-UP TO LIVESTOCK EQUIPMENT MARKET STUDY	$4MILLION IN NEW BUSINESS OVER 2 YEARS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 INTRODUCTION OF MOLSON LIGHT BEER TO CHICAGO MARKET THROUGH RECEPTION HOSTED AT CONGEN.	80 DEALERS ATTENDED, MANY NOW SELLING MOLSON LIGHT.
QUARTER: 1 MANITOBA TRADE MISSION/REP LOCATOR ACTIVITY FOR 11 COMPONENT SUPPLIERS. APRIL 28-30/87.	5 REPS APPOINTED/DETAILS TO FOLLOW. SALES WILL BE REPORTED SEPT/87. REPEAT OF EVENT IN 1989 IS BEING PLANNED FOR MILWAUKEE, WI. NUMBER OF EXHIBITORS TO BE TRIPLED.
QUARTER: 2 SOLO FOOD SHOW "TASTE OF CANADA". 71 COMPANIES FROM ALL ACROSS CANADA EXHIBITED.	363 PEOPLE ATTENDED THIS EVENT (INSTITUTIONAL AND RETAIL FOODS) FROM CHICAGO AND MILWAUKEE TERRITORY.
QUARTER: 3 ------	
QUARTER: 4 ------	