

REPORT 4
88/10/21

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 :618-MINNEAPOLIS

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

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

IN COOPERATION WITH WESTERN CDN. DRIE OFFICES, DEVELOP EDUCATIO-
NAL SEMINARS/NEBS MISSIONS FOR PROSPECTIVE FOOD PRODUCTS EXPORT-
ERS.

EXPLORE POSSIBILITIES OF FOOD SALES TO MILITARY THROUGH SUPER
VALU DISTRIBUTION SYSTEM.

ANTICIPATED RESULTS:

ENHANCED EXPORT READINESS FOR SMALL MANUFAC-
TURERS.

MARKET PENETRATION.

AGRICULTURE MACH, EQUIP, TOOLS

FARM EQUIPMENT SEMINAR MINOT, NORTH DAKOTA, JAN'88.

INCREASED EFFECTIVENESS OF FARM EQUIPMENT
MANUFACTURERS PARTICIPATION IN THE NORTH
DAKOTA MARKET.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 ORGANIZATION OF SOLO FOOD AND BEVERAGE SHOW,
APRIL 19, 1988.
PLANNING AND RECRUITMENT FOR HUSKER HARVEST
DAYS, SEPTEMBER 13-15, 1988.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

41 CANADIAN FIRM PARTICIPATED, ESTIMATED SALES
\$2 MILLION.
13 PARTICIPANTS HAVE BEEN RECRUITED TO DATE.

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