

POST : 618-MINNEAPOLIS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ORGANIZE SOLO SHOW TO INCLUDE PRODUCT SHOWING BY 40
MANUFACTURERS PLUS NEW EXPORTERS SEMINAR AND TOUR OF
LOCAL TRADE.

ORGANIZE A SERIES OF PRODUCT SAMPLINGS AT BOTH BUYER AND
CONSUMER LEVEL

AGRICULTURE MACH, EQUIP, TOOLS

REP. LOCATOR ACTIVITY FOR AGRICULTURAL COMPONENT SUPPLIERS.

ANTICIPATED RESULTS:

INTRODUCTION OF 10 NEW EXPORTERS TO MARKET;
SHORTENED TIME BETWEEN INTRODUCTION AND INITI
AL SALES.

INCREASE PRODUCT MOVEMENT IN RETAIL STORES.

IDENTIFY ALTERNATE MARKETS FOR COMPONENT
SUPPLIERS OUTSIDE AG SECTOR.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 FOOD AND BEVERAGE-FOLLOW UP OF LAST QUARTER'S
SOLO FOOD SHOW

QUARTER: 2 UPPER MIDWEST FARM EQUIPMENT MEETING, AUG 87,
HUSKER HARVEST DAYS, 87, UPPER MIDWEST HOSPITA-
LITY SHOW 88, SOLO FOOD SHOW 88.

QUARTER: 3 NORTHERN FARM SHOW, DECEMBER 1987.

QUARTER: 4 N. D. AG EXPO, JAN. 88, (INFO BOOTH AND EXPORTER'S
SEMINAR), TRIUMPH OF AG., OMAHA MAR. 88 (INFO BOOTH)
PARTICIPATED IN UPPER MIDWEST HOSPITALITY REGIO-
NAL RESTAURANT SHOW. (15 CDN. EXHIBITORS AND INFO
BOOTH) FEB. '88.

QUARTERLY RESULTS REPORTED:

23 FIRMS CONTACTED, ADD'L ASSISTANCE OFFERED.
REPORTED APPOINTMENT OF 7 NEW BROKERS AND SALES
OF \$400,000 U.S. ATTENDED WCFPS. INTRODUCED NEW
OFCR. REP. FOR SECTOR TO INDUSTRY. COMMENCED PLA-
NNING FOR HUSKER H. DAYS 9/87. DISCUSSED MKYG. PLANS

DISC. OF FAR MACH. MKTG. STRATEGY ATTND'D BY 5
FED/PROV/IND. REPS.; ORG'D PARTIC. OF 18 COS AT
HUSK. HARV. DAYS: ON SITE SALES \$130,500. PLAN-
NING FOR ND. FARM SHOW. INFO BOOTH AT IA GROCER'
SHOW. ORG'D NEBS MISSION OF 14 MAN. FOOD MFCTRS.

ORGANIZED PARTICIPATION OF 16 COMPANIES AT
NORTHERN FARM SHOW INFO BOOTH. PLANNING FOR ND AG
EXPO JAN 88. PLANNING & RECRUITMENT FOR UPPER
MIDWEST HOSPITALITY SHOW FEB 88.

45 PARTICIPANTS ATTENDED FARM MACHINERY EXPORT-
ER'S SEMINAR IN MINOT, JAN. '88 INCLUDING 22 NEB'S
FROM SASK. PLANNING FOR HUSKER HARVEST DAYS SHOW
SEPT. '88. PLANNING AND RECRUITMENT FOR SOLO FOOD
& BEVERAGE SHOW, APRIL '88.