

POST : 604-DALLAS

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

PARTICIPATION WITH PRODUCT INFORMATION BOOTHS IN FT. WORTH FAT STOCK SHOW & PAN AMERICAN LIVESTOCK SHOW.

SEMI & PROCESSED FOOD & DRINK

INTRODUCE 10 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

AGRICULTURE MACH, EQUIP, TOOLS

FOLLOW-UP WORK TO PARTICIPATION WITH PRODUCT INFO BOOTH IN AMARILLO FARM & RANCH SHOW, NOV. 86

ANTICIPATED RESULTS:

INCREASED SALES OF BREEDING STOCK.

5 NEW AGENCIES/10 NEW EXPORT CONTRACTS.

SEVERAL NEW AGENCY/DISTRIBUTOR AGREEMENTS SIGNED.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PARTICIPATE IN 31 AG EQPT SHOW-THE PRIME DRYLAND FARMING EQPT SHOW IN TERRITORY. RECRUIT FOR WESTERN CANADA FARM PROGRESS SHOW. PARTICIPATE IN TX RESTAURANT ASS'N SHOW WITH INFO BOOTH.

QUARTER: 2 LIVESTOCK: PART'N IN FORTH WORTH & DALLAS STOCK SHOW. MACHINERY: FOLLOW-UP ON 1986 AMARILLO FARM SHOW. HORTICULTURE: PARTICIPATE IN TEXAS ASSOCIATION OF NURSERYMAN SHOW.

QUARTER: 3 LIVESTOCK: PARTICIPATE IN HOUSTON LIVESTOCK SHOW PROCESSED FOOD AND HORTICULTURE: PREPARATION FOR OUR PARTICIPATION IN TRA, TRGA AND TANMISSLARK UNDERTAKEN.

QUARTER: 3 MACHINERY: PARTICIPATION I 1987 AMARILLO FARM SHOW.

QUARTER: 4 PARTICIPATION IN HOUSTON LIVESTOCK SHOW.

QUARTERLY RESULTS REPORTED:

24 CDN SUPPLIERS IN NATIONAL STAND PLUS 7 OTHERS ON THEIR OWN AT 31. ON-SITE SALES \$132,500-1YEAR FORECAST \$1.8M. SENT 2 BUYERS TO WCFP SHOW, REGINA. SOLICITED PRODUCT & LITERATURE FROM 17 CDN COYS FOR BOOTH AT TRA. OBTAINED 51 SERIOUS LEADS.

DUE TO SCHEDULE & PERSONNEL CONSTRAINT UNABLE TO ENTER DALLAS SHOW THIS YR. CURRENTLY EXPLORING PART'N IN HSTN LIVESTOCK SHOW MAR. '88. SENT 2 CATTLE BUYERS TO CDA. -CURRENTLY PREPARING SUBSTANTIVE PART'N IN NOV. 87 AMARILLO SHOW.

-UNABLE TO OBTAIN SPACE AT HOUSTON LIVESTOCK SHOW FOR THIS YEAR. ALTA MINISTER ATTENDING.

24 CO'S PROVIDED INFO DISTRIBUTED AT CDN INFO BOOTH. MANITOBA HAD INFO BOOTH WITH 8 CO'S. 12 EXHIBITORS PARTICIPATED INDEPENDENTLY. ON-SITE SALES OF \$23,000, 12-MONTH PROJECTED SALES OF \$392,000.

VISITED HOUSTON LIVESTOCK SHOW AND VARIOUS TEXAS DAIRYMEN REGARDING CATTLE IMPORTS. - ORGANIZED SUCCESSFUL VISIT OF DR. LEN ANDERSON TO ASSESS POTENTIAL IMPACT OF BRUCELLOSIS SITUATION ON IMPORTS OF CANADIAN CATTLE. - SPONSORED CATTLE /