

REPORT 4  
8/10/10

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

PCT :437-LONDON

001-AGRI & FOOD PRODUCTS & SERVICE  
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
<b>MEATS &amp; MEAT BY-PRODUCTS</b>	
LIAISON WITH BRITISH IMPORTERS, CANADIAN EXPORTERS AND CANADIAN VETINARY AUTHORITIES TO IMPROVE DOCUMENTATION PROCEDURES.	FURTHER REDUCTION IN DELAYS AT UK PORTS DUE TO FAULTY DOCUMENTS.
WORK WITH AGRIC. CDA, CDN EXPORTERS AND UK BUYERS TO DEVELOP A COMMUNICATIONS/LOBBYIST STRATEGY TO OPPOSE EEC BAN OF BEEF GROWTH HORMONES.	CANCEL IMPLEMENTATION OF THE BAN OR SEEK TO HAVE IT DELAYED.
MEET WITH OFFICIALS OF MAFF CONCERNING APPROVAL OF CANADIAN BEEF JERKY PLANTS FOR EXPORT TO UK.	INTRODUCE CANADIAN BEEF JERKY TO UK MARKET
CONTACT CANADIAN MEAT PLANTS ON EXPORT APPROVAL LIST TO ENCOURAGE THEIR CONSIDERATION OF UK OFFAL MARKET.	EXPAND CDN EXPORTS OF OFFAL TO UK BY 15 PCT, AMKT WHERE CDA IS PROVEN COMPETITIVE AND WHERE THERE IS ONGOING DEMAND.
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TACKING: ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1 -INCREASE EXPORT OF OFFAL TO UK MARKET;REDUCE DOCUMENTARY PROBLEMS AT UK PORTS OF ENTRY; CANCEL OR DELAY GROWTH HORMONE BAN.	-EXPORTS HAVE DECLINED BUT A NEW BATCH OF CDN PLANTS ARE TO BE INSPECTED FOR EXPORT BY EEC VETS WHICH WILL LEAD TO INCREASED CDN EXPORT CAPACITY;NO DOCUMENTA'N PROBLEMS THIS QUARTER; HORMONE BAN STILL SCHDL'D FOR 1/1/89 BUT POSSIBLE
QUARTER: 2 Monitor evolving situation on EC hormone ban  Reduce import delays due to documentary problems at UK ports of entry	Liaison with UK authorities and importers to ascertain how UK is enforcing ban.  One detained shipment released by post arranging for rectification of documentary inadequacy
QUARTER: 3 Monitor evolving situation on EC horman ban.	-extensive reporting on UK govt and UK trade position and situation re hormane ban -visit of Agriculture Canada ADM to MAFF to discuss UK position on ban and on how UK would implement ban.
QUARTER: 4 Cancel or delay hormone ban	Ban implemented on 1 Jan 89. However, derogation for petfood achieved. Negotiations continue on derogation for edible cow livers and possible certification that meat is hormone-free.