

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 : 437-LONDON

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

LIAISON WITH BRITISH IMPORTERS, CANADIAN EXPORTERS AND CANADIAN VETINARY AUTHORITIES TO IMPROVE DOCUMENTATION PROCEDURES.

WORK WITH AGRIC. CDA, CDN EXPORTERS AND UK BUYERS TO DEVELOP A COMMUNICATIONS/LOBBYIST STRATEGY TO OPPOSE EEC BAN OF BEEF GROWTH HORMONES.

MEET WITH OFFICIALS OF MAFF CONCERNING APPROVAL OF CANADIAN BEEF JERKY PLANTS FOR EXPORT TO UK.

CONTACT CANADIAN MEAT PLANTS ON EXPORT APPROVAL LIST TO ENCOURAGE THEIR CONSIDERATION OF UK OFFAL MARKET.

FURTHER REDUCTION IN DELAYS AT UK PORTS DUE TO FAULTY DOCUMENTS.

CANCEL IMPLEMENTATION OF THE BAN OR SEEK TO HAVE IT DELAYED.

INTRODUCE CANADIAN BEEF JERKY TO UK MARKET

EXPAND CDN EXPORTS OF OFFAL TO UK BY 15 PCT, AMKT WHERE CDA IS PROVEN COMPETITIVE AND WHERE THERE IS ONGOING DEMAND.

TRACKING: 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 SCHDLD FOR 1/1/89 BUT POSSIBLE

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----