

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
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

ONGOING LIAISON WITH UK IMPORTERS-IMPROVE DOCUMENTARY PROCE.
FEWER PROBLEMS EXPERIENCED IN FY 88/89 WITH SHIPMENTS HELD

UP AT PORTS; FEWER STILL IN 89-90

CONT. MONITORING OF SITUATION ON HORMONE BAN
POSSIBLE FURTHER DELAY IN BAN BEING IMPLEMENTED

ENCOURAGE CDN EXPORTERS-EXPORT HORMONE FREE BEEF
NEW MARKET TO BE DEVELOPED. LIMITED RESULTS IN YEAR ONE.

ENCOURAGE CONT. EXPORTS OF EDIBLE PORK/BEEF OFFAL
MAINTENANCE OF MARKET SHARE OF EDIBLE PORK OFFAL; DEVELOP

NEW MARKET FOR INEDIBLE OFFAL

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Encourage Cdn beef exporters to export hormone-free beef to UK.
- Encourage continued Cdn exports of edible pork offal & inedible beef offal for petfood; continued monitoring of hormone ban.

- Little interest it seems in exporting hormone free beef to UK due to lack of capacity & certification problems. - Trades continue; there is opportunity for edible beef offal fm culled cows flwg derogation to EC Hormone directive.

QUARTER: 2 a) Cancel/delay meat hormone ban
b) Encourage exports of hormone-free beef to UK

a) Derogation for culled cows agreed.
b) Canadian producers showing interest in UK market for first time.

QUARTER: 3 -----

QUARTER: 4 -----