

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 :520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

WORK WITH CDN EXPORTERS AND PROVINCES RE BEEF AND PORK
INCREASE CANADA'S MARKET SHARE TO 10%

PROVIDE REGULAR MARKET AND PRICE INFO IN MONTHLY PORK REPORT
INCREASE KNOWLEDGE AND AWARENESS

IDENTIFY MARKET OPPORTUNITIES PARTICULARLY FOR BEEF
INCREASE CANADIAN MARKET SHARE

NEGOTIATE WITH MAFF, MITI INCREASED BEEF QUOTA FOR EMBASSY
INCREASE FROM 64MT TO 100MT

CONTINUE PROMOTING MEAT PRODUCTS IN CDN FOOD FAIRS
BUILD AWARENESS OF CDN QUALITY

PROMOTE BUYING MISSIONS AND FACT-FINDING TRIPS TO CANADA
DEMONSTRATE CDN CAPABILITY, SUPPLY, QUALITY

MARKET STUDY FOR PROCESSED PORK (UNDER NTS)
ASSESSMENT OF EXPORT POTENTIAL, DEVELOPMENT OF MARKETING

STRATEGY AND NEW PRODUCTS

SEMI & PROCESSED FOOD & DRINK

PROMOTE CANADIAN FOODS THRU CANADA FOOD FAIR PROGRAM.
NEW CONTACTS AND NEW BUSINESS.

ENCOURAGE BUYERS MISSIONS TO CANADA.
BUILD AWARENESS OF CANADA & DEVELOP NEW BUSINESS.

UTILIZE NEW FOOD TRADE ENQUIRY SERVICE.
BRING BUYER AND SELLER TOGETHER.

PROVIDE MARKET INTELLIGENCE/SURVEYS ON PRIORITY SECTORS.
ENCOURAGE NEW CANADIAN EXPORTERS.

PROMOTE DVLPMT OF CUSTOM PACK,BULK,PRIVATE LABEL BUSINESS.
NEW BUSINESS OF \$50 MILLION IN 3 YEARS.

CONCENTRATE MARKETING EFFORTS ON HIGH POTENTIAL PRODUCTS.
INCREASED SALES OF 20-30% PER ANNUM.