

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
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:
	TECHNICAL SEMINAR PRESENTED BY AGRICULTURE CANADA RESEARCHERS AND CANADIAN SWINE EXPORTERS, 1987.	SALES OF BREEDING STOCK OVER 2-3 YRS VALUED AT \$100-200,000 CDN.
	PURSUE ACCESS QUESTION FOR DAIRY EMBRYOS.	DEVELOPMENT OF NEW EXPORT MARKET EST. \$100,000
	HORTICULTURE (FRUIT, VEG, FLOR)	
	APPLE FUMIGATION RESEARCH PROJECT (CODDLING MOTH).	WHEN APPROVED BY JAPANESE GOVERNMENT, ACCESS FOR CANADIAN APPLES.
	IDENTIFICATION OF NEW POTENTIAL CUSTOMERS FOR MUSHROOMS.	DOUBLING OF EXPORTS TO \$2 MILLION WITHIN 3 YEARS.
	SEEK MARKET ACCESS FOR TOMATOES AND PEPPERS. FIRST TECHNICAL CONSULTATIONS HELD IN TOKYO JAN 1987	POTENTIAL SALES OF UP TO \$ 1 MILLION IN 5 YEAR PERIOD AFTER APPROVAL.
	TRIAL SHIPMENTS OF FRESH RASPBERRIES IN AUGUST 1987.	GRADUAL DEVELOPMENT OF JAPANESE MARKET FOR FRESH RASPBERRIES - MODEST VOLUME.
	SEEDS & SPECIAL CROPS	
	PREPARATION OF MARKET PROFILES IN-HOUSE FOR SPECIFIC PRODUCTS (PEAT MOSS, BUCKWHEAT, PULSES).	INCREASED KNOWLEDGE OF JAPANESE MARKET LEADING TO MORE SALES OF CDN PEAT MOSS, BUCKWHEAT, PULSES. POSSIBLE SALES INCREASES OF 10-20% FOR PEAT MOSS OVER NEXT 2-3 YEARS.
	DEVELOP NEW CONTACTS/BUSINESS FOR PEAT MOSS.	INCREASE EXPORTS BY MINIMUM 10%.
	MEATS & MEAT BY-PRODUCTS	
	FOLLOWING UP WITH RECENT PORK BUYING MISSIONS.	\$1-3 MILLION IN IMMEDIATE NEW BUSINESS. PROJECT \$20 MILLION IN 3 YEARS.
	WORKING WITH PROVINCIAL GOVERNMENT OFFICES TO DEVELOP BEEF EXPORTS.	GRADUALLY INCREASE MARKET PENETRATION, PARTICULARLY IN SELECTED BEEF CUTS (SHORT PLATE, CHEEKS).
	WORKING W/PROVINCIAL GOVERNMENT OFFICES TO DEVELOP TURKEY AND PORK EXPORTS.	GRADUALLY INCREASE MARKET PENETRATION & TO INCREASE JAPANESE AWARENESS OF TURKEY PRODUCTS.
	EMPHASIZE PORK IN ALL CONSUMER AND TRADE ACTIVITIES.	MAINTAIN HIGH PROFILE OF THIS IMPORTANT FOOD EXPORT FROM CANADA.