

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, PARTI-
CULARLY 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.