

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:

SEMI & PROCESSED FOOD & DRINK

SEEK INCREASED EMBASSY BEEF PROMOTIONAL QUOTA.
WILL HELP EXPAND PARTICIPANTS IN CDA FOOD FAIRS.

DEVELOP NEW CONTACTS AND NEW BUSINESS RELATIONSHIPS.

FEED, FERTILIZER & VET PRODUCTS

DEV'T OF FUMIGATION PROTOCOL FOR CDN BALED HAY
EXPORTS OF \$20-25 MILLION ANNUALLY WITHIN 5 YEARS

DEV'T OF HEAT TREATMENT PROCESS FOR SUNCURED CHOPPED HAY
EXPORTS OF \$1-2 MILLION WITHIN 3 YEARS

ORGANIZE FEEDING TRIALS FOR ALFALFA PRODUCTS
MAINTAIN AND INCREASE MARKET SHARE

DESSEMINATE TECHNICAL INFO IN JAPANESE TO END-USERS
BUILD AWARENESS AND DEMAND

INSTITUTE MONTHLY REPORT ON HAY PRODUCTS IMPORT VOLUMES
PROVIDE TIMELY INFO TO CDN PRODUCERS AND EXPORTERS

INVESTIGATE FEASIBILITY AND COST OF ADVERTISING PRODUCTS
INCREASED AWARENESS AND CONSUMER DEMAND



TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Conduct major CMC pork seminar/reception.
2. Expand exports of beef. 3. Monitor oil tariff issue. 4. Negotiate bovine embryo agreement. 5. Pursue phytosanitary issues, hay, apples etc. 6. Conduct market surveys.

1. Completed very successfully in May. 2. Ad Agency for beef has been selected. 3. Comprehensive report completed on tariff issue. 4. Health agreement reached. 5. Technical discussions held in April. 6. Four underway in June.

QUARTER: 2 1. Monitor oil tariff issue
2. Pursue phytosanitary issues, hay, apples
3. Conduct market surveys
4. Developed new business in processed foods

1. Comprehensive report completed on tariff issue
2. Technical discussions held in April
3. Four surveys completed to date
4. Major new business generated in bottled water, pet foods, prepared fish

QUARTER: 3 -----

QUARTER: 4 -----