

31 market study reports available under the heading *Japanese Market Information Service*. These include:

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| - Meat products
(processed, tinned) | - Pork cutlets | - Sausages (various) |
| - Ham (various) | - Cut vegetables | - Fried potatoes |
| - Frozen pizza | - Soup (chilled) | - Cheese |
| - Ovenready foods | - Cooking oil | - Cereals |
| - Microwave foods | - Ice cream | - Spices |
| - Juice-based drinks | - Biscuits | - Chocolate |
| - Cake (frozen) | - Candy | - Jams |
| - Tomato drink | - Wine | - Whiskey |
| - Cola flavoured beverages | - Dry beer | - Canned tuna |
| - Functional "Healthy" drinks | - Smoked salmon | - Dog food |
| - Lobster (Thermidor, frozen) | | |

A *Canadian Exporters' Handbook* prepared for DFAIT on doing business in the Japanese food, beverage and seafood markets was published in September 1993.

2. *Adapting Products for the Marketplace*

"Getting Ready to Go Global" (GRTGG), the food and beverage sector campaign of Agriculture and Agri-food Canada, assists industry organizations and alliances through a series of initiatives. Immediate goals are to increase the competitiveness of the sector through collaboration in the development of strategies and follow-up actions, and to advance the level of management capability within the private sector.

The Agri-food Industry Market Strategies (AIMS) of the various industry associations assists members through progressive promotional strategies for target countries. AIMS also co-ordinates the financial assistance needed to carry out the strategies.

The Trade Opportunities Strategy of Agriculture Canada and the Department of Foreign Affairs and International Trade involves a number of initiatives to enhance the export performance of the agri-food and beverage sector.

Through the Japan Science and Technology Fund of the Pacific 2000 Program, collaborative research is being carried out to facilitate exports to Japan (e.g., wheat breeding, bovine oocytes, therapeutic commercial yogurt cultures).