

action to date). Also it is important to take note of the recent increase in the chilled beef imports. (CBEF has already been taking action in this regard).

B. *Short to long-term potential for increased Canadian sales.*

The long term potential of the Japanese beef market is very encouraging, it is therefore important to continue promotional efforts for further penetration into this market, which CBEF has been deploying via niche marketing. It is essential to gradually expand promotion toward consumer sectors directly (i.e. retail outlets, because whether the usage is intended for HRI, household, or even processing sector, the end-user is still the Japanese consumers). CBEF is already set to take action vis-a-vis this direction as well.

C. *Major shows*

The major food exposition in Japan is "Foodex", which takes place in early March of every year. There are other pertinent exhibitions, but they are limited in scope, with little interest for the imported beef industry. Therefore, the Embassy and CBEF closely cooperate in conducting solo beef shows in Tokyo and other priority regional areas.

D. *Suggestions for generic/non-generic promotional activities, point of sale, and point of purchase promotional materials.*

The Canadian Embassy in Japan and CBEF conduct an annual Canadian Meat Week for Canadian trade as well as Japanese customers. It may be effective if Canadian beef or a meat version of Royal Winter Fair is available, but not necessarily every year.

Seminars should be scheduled on a periodic basis, and more importantly on a product/company special basis.

In-store promotion should continue as per existing Canada beef/food/meat fairs throughout Japan.

E. *Key points requiring address prior to achieving success in this market hurdles, barriers, steps required, etc.*

1. Consistent supply is of paramount importance in the Japanese market.
2. Capitalizing on Japan's diversification of supply sources.
3. Diverse marketing approach will be required. Some beef is marketed through importers, wholesalers (primary/secondary), and retailers for