

REPORT 4
88/03/16

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

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POST : 520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE
JAPAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROCESSED FOODS PROMOTIONS AND MISSIONS

-40% INCREASE IN PROMOTIONAL BEEF ALLOCATION;
-CDA FOOD FAIR PARTICIPANTS INCREASED FR 20-40%;
-MICHIGAN MISSIONS BOUGHT \$10 MN; -SKYLARK
SEEKING NEW CUSTOM PACKED ITEMS; -RETAIL PACKS
OF CDA OIL TO BE INTRODUCED.

QUARTER: 1 PROMOTION OF AGRICULTURE PRODUCTS

COMPLETED BROCHURE ON ALFALFA PRODUCTS; HELD
SEMINARS ON ALFALFA AND SWINE; PERSUED FUMIGA-
TION PROCEDURES FOR ALFALFA HAY WITH MAFF,
REPORTED ON APPLE FUMIGATION RESEARCH.

QUARTER: 2 TECHNICAL SEMINAR ON SWINE, MARKET ACCESS FOR
DAIRY EMBRIOS, APPLE FUMIGATION RESEARCH PROJECT,
PREPARATION OF MARKET PROFILE FOR PEAT MOSS &
BUCKWHEAT. NEGOTIATE BEEF ALLOCATION WITH MOAFF.

ALL PROJECTS COMPLETED AS SCHEDULED. 300 BREEDERS
ATTENDED SEMINAR; 40% INCREASE IN BEEF ALLOCA-
TION-A MILLION DOLLARS; PRESENTATIONS ON APPLES &
EMBRIOS FUMIGATION TO THE JAPANESE GOVERNMENT.

QUARTER: 3 PRESENTATION OF TECH SEMINAR ON SWINE. PURSUE MKT
ACCESS FOR DAIRY EMBRYOS. PREP OF MKT PROFILE FOR
PEAT MOSS. ENCOURAGE INTRO OF RETAIL CANOLA PACKS
IDENTIFYING PRODUCTS WHICH CAN BE CUSTOM PACKED.
PROMOTE ALFALFA.

300 MAJOR BREEDERS ATTENDED. EXCHANGED POSITIONS
ON DAIRY EMBRYOS. COMPLETED DRAFT MKT PROFILE FOR
PEAT MOSS. EXPECT TO SELL 1M LITRES IN 1ST YR.
BREAD MIX TRIAL SHIPMENTS HAVE BEEN MADE. ALFALFA
BOOKLET PREPARED FOR SEMINAR.

QUARTER: 4 -----