

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PROCESSED FOODS PROMOTIONS AND MISSIONS

QUARTER: 1 PROMOTION OF AGRICULTURE PRODUCTS

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

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.

QUARTER: 4 -PURSUE MARKET ACCESS FOR ALFALFA PRODUCTS. -PREPARATION OF SECTOR PROFILES. - NEGOTIATE INCREASED BEEF ALLOCATION. -SEEK NEW CDA FOOD FAIR PARTICIPANTS. -IDENTIFY PRODUCTS FOR CUSTOM PACK IN CDA. DEVELOP NEW BUS. IN PROCESSED FOODS.

QUARTERLY RESULTS REPORTED:

-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.

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

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

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.

-AGREEMENT REACHED WITH MAFF FOR DEHY CHOPPED PRODUCT-COMPLETED BOTTLED WATER, PEAT MOSS DRAFT -PROMOTIONAL BEEF IQ INCREASED TO 128 MT. - INCREASED FROM 40 TO 63 FOR 1988. - PET FOOD, FPI, BREAD MIX BUSINESS UNDERWAY. - INITIATED FOOD AD/