

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 : 527-OSAKA

001-AGRI & FOOD PRODUCTS & SERVICE
JAPAN

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	SEMI & PROCESSED FOOD & DRINK	
	NOTIFICATION OF OPENING OF CONSULATE GENERAL	INCREASED INTEREST OF CANADIAN FIRMS, ESPECIALLY THOSE WITH JAPANESE EXPERIENCE.
	ENCOURAGE BUYERS MISSION TO CANADA IN FOOD SECTOR.	AT LEAST TWO MISSIONS ORGANIZED.
	IDENTIFY PRODUCTS WHICH CAN BE COMPETITIVELY CUSTOM-PACKED IN CANADA.	INCREASED AWARENESS OF MARKET OPPORTUNITIES LEADING TO INCREASED MARKET PENETRATION.
	BUYERS MISSION TO CANADA BY MAJOR FOOD STORE CHAINS & DEPARTMENT STORES.	INCREASED SALES BY SEVERAL MILLION OVER NEXT THREE YEARS.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
	QUARTER: 1 ALBERTA BEEF PROMOTION ACTIVITIES - SUPPORT TO BEEF DEMO IN KOBE & KYOTO - FOODEX OSAKA.	ALBERTA BEEF PROMOTIONS ARE SUCCESSFULLY ENHANCING IMAGE OF CANADIAN BEEF IN TERRITORY AS LOW FAT HEALTHY FOOD PRODUCT.
	QUARTER: 2 -----	
	QUARTER: 3 -----	
	QUARTER: 4 -----	