

world over-production and depressed prices for many commodities. The successful outcome will have a beneficial impact on Canada's agri-food sector. Opportunities in Japan will expand, particularly for value-added products, as Japan's import regime is brought into conformity with GATT rules.

II. The Action Plan

To optimize Canadian participation in this growth market, Canada will need to develop a supply capability that meets the needs of the market. To do this, Canadians need to be *aware* of what is going on in the market, to *adapt* products to Japanese tastes and lifestyle, and to *promote* their products effectively in Japan.

The various trade and industrial development agencies of the federal and provincial governments will support the private sector in the implementation of a comprehensive, integrated plan to improve supply capability and performance in Japan. Leading the industry is the Sub-Committee of the Agriculture, Food and Beverage SAGIT (Sectoral Advisory Council on International Trade), which advises the Ministers of Agriculture and International Trade on the implementation of the Trade Opportunities Strategy.

1. Building Awareness and Market Knowledge

Seminars on the food gift market have been sponsored by the B.C. Trade Development Corporation (BCTDC), Alberta Agriculture, and the Ontario Ministry of Agriculture and Food (OMAF). The OMAF seminar was co-sponsored by the Japan External Trade Relations Organization (JETRO).

A series of cross Canada workshops on the processed food market is being undertaken. The Department of Foreign Affairs and International Trade (DFAIT) and BCTDC sponsored a workshop May 27 1993 in Vancouver. Other workshops are planned for Alberta, Saskatchewan, Manitoba, Ontario, Québec and the Atlantic provinces.

Rapid dissemination of market information and market intelligence through automated services will be explored. In addition to *Trends*, a quarterly publication on the agri-food and fisheries market, DFAIT now has a monograph series of