

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

002-FISHERIES, SEA PRODUCTS & SERV.
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

INVESTIGATE POSSIBLE NEW USES/MARKETS FOR CAPELIN. DISTRIBUTE TO CDN INDUSTRY MAY 1985 ASI-INTECH RESEARCH'S STUDY OF THE CAPELIN MARKET IN JAPAN.

INCREASED CAPELIN EXPORTS.

SEEK GREATER PENETRATION OF FOOD SERVICE SECTOR. DISTRIBUTE TO CDN INDUSTRY COPIES OF 1986 STUDY ON JAPAN'S FOOD SERVICE SECTOR.

NEW SALES OF VALUE ADDED FISH PRODUCTS.
STIMULATE TRADE INQUIRIES.

NEW COMPUTERIZED FORMAT FOR FISHERY REPORT.

MORE TIMELY AND INFORMATIVE REPORT WILL ALLOW INDUSTRY AND GOVERNMENT TO MAKE MORE INFORMED DECISIONS.

MARKET PROFILES - ATLANTIC HERRING SMOKED SALMON, LIVE LOBSTER.

PROVIDE MARKET INFO TO CDN FIRMS INVOLVED IN THESE GROWTH SECTORS.

COD RESEARCH - PHASE II. DISTRIBUTE COPIES TO CDN INDUSTRY OF PHASE I STUDY " JAPANESE CONSUMER ATTITUDES TOWARDS FROZEN COD "

PROVIDE DIRECTION ON HOW TO MARKET COD IN JAPAN.

AQUAULTURE - IDENTIFY POTENTIAL MARKET NICHEs FOR FARMED PRODUCTS THROUGH SUCH MARKETING VEHICLES AS PRESENTATION AT FOODEX.

PROVIDE MARKET INFO TO CDN FIRMS INVOLVED IN THIS SECTOR AND RECOMMEND FORUMS IN WHICH JPENSE AWARENESS OF CDN CAP. IS INCREASED.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 INVESTIGATE NEW MARKETS FOR CAPELIN, NEW FORMAT FOR FISHERIES MARKET REPORT, MARKET PROFILE ON HERRING ROE.

FISHERIES MARKET REPORT WELL RECEIVED IN NEW FORMAT, RESEARCH UNDERWAY FOR CAPELINE. MARKET SURVEY FOR ATLANTIC HERRING ROE BEING PREPARED.

QUARTER: 3 INVESTIGATE NEW USES/MARKETS FOR CAPELIN. CAPELIN INDUSTRY CONSULTATIONS. DEVELOP NEW FORMAT FOR FISHERIES MARKET REPORT. PREPARE MARKET SURVEY ON ATLANTIC HERRING ROE. COD RESEARCH - PHASE II.

RESEARCH COMPLETED. ASSESSING PROMOTIONAL PROSPECTS. INITIAL MISSION TO BE FOLLOWED-UP IN MAR. BI-MONTHLY REPORT IN NEW FORMAT WELL RECEIVED. SURVEY DISTRIBUTED TO INDUSTRY & GOV'T. INTRODUCTION OF FIRST BRANDED COD PRODUCT.

QUARTER: 4 INVESTIGATE NEW MARKETS FOR CAPELIN - PREPARE MARKET SURVEY ON ATLANTIC HERRING ROE. - DEVELOP NEW FORMAT FOR FISHERIES MARKET REPORT. - CAPELIN INDUSTRY CONSULTATIONS WITH IMPORTERS. - CDN LOBSTER PROMOTION.

MARKET RESEARCH COMPLETED, ASSESSING PROMO PROSPECTS - REPORT COMPLETED - NEW REPORT WELL RECEIVED - MEETING HELD IN DEC, FOLLOW UP IN APRIL, PROSPECTS EXCELLENT. - LOBSTER FESTIVAL AT FUJIYA REST. CHAIN EXPORTS INCREASING RAPIDLY