

POST :431-HELSINKI

001-AGRI & FOOD PRODUCTS & SERVICE
FINLAND

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

IN STORE PROMOTION OF CONSUMER AND FOOD PRODUCTS IN FALL OF 1987.

REPORT EXPECTED EASING OF FINNISH IMPORT RESTRICTIONS ON FOOD
PRODUCTS TO THE DEPARTMENT AND SELECTED CANADIAN EXPORTERS.

ANTICIPATED RESULTS:

A GREATER FINNISH AWARENESS OF CANADIAN FOOD
PRODUCTS; SOME INCREASE IN SALES.

SOME INCREASE IN EXPORT OPPORTUNITIES FOR
CANADIAN SUPPLIERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 PROMOTE AND REPORT ON EXPECTED EASING OF FINISH
IMPORT RESTRICTIONS ON FOOD AND AGRICULTURAL
PRODUCTS.

QUARTER: 2 COMPLETED "WHEAT AND COARSE GRAINS" REPORT,
"BERRY" REPORT AND "AGRICULTURE IN FINLAND"
REPORT.

QUARTER: 3 REPORT EXPECTED EASING OF FINNISH IMPORT RE-
STRICTIONS ON FOOD PRODUCTS TO THE DEPARTMENT
& SELECTED CDN EXPORTERS.

QUARTER: 3 IN-STORE PROMOTION OF CONSUMER & FOOD PRODUCTS.

QUARTER: 4 REPORT EXPECTED EASING OF FINNISH IMPORT
RESTRICTIONS ON FOOD PRODUCTS AND SELECTED CDN
EXPORTERS.

QUARTERLY RESULTS REPORTED:

NO PROGRESS ACHIEVED. FINNISH AUTHORITIES HAVE
DISALLOWED USE OF CDN MUSTARD IN MEAT PROCESSING
INDUSTRY. POST WILL ATTEMPT TO HAVE ACTION REVE-
RSED.

BETTER KNOWLEDGE IN CANADA OF FINNISH FOOD
PRODUCTS MARKET.

MONITORED & REPORTED ON CROP FAILURE & SUBSE-
QUENT TEMP. LIFTING OF IMPORT DUTY ON CERTAIN
PROD. ATTENDED ANUGA FAIR IN COLOGNE WHERE IN-
FORMED CDN EXPORTERS OF ABOVE & INCREASED EXPORT
POSS. ASSISTED LOCAL IMPORTER TO OVERCOME RESTRIC

CANCELLED PROMOTION DUE TO DIFFICULTY IN CO-
ORDINATION WITH OTHER NORDIC POSTS.

DUE TO CROP FAILURE, IMPORT DUTIES ON SELECTED
VEGETABLES WERE LOWERED IN JANUARY, '88. REPORTED
IMPORT REQUIREMENTS FOR POTATOES BUT CANADIAN
EXPORTERS WERE NOT ABLE TO MEET COMPETITION FROM
THE NETHERLANDS.