

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

SUPPORT PROVINCES IN THEIR MARKET, DEVELOPMENT EFFORTS FOR BEEF PRODUCTS.

GRADUALLY INCREASE MARKET PENETRATION FOR CANADIAN BEEF.

NEGOTIATE INCREASED BEEF ALLOCATION WITH MINISTRY OF AGRICULTURE FOR USE IN EMBASSY FOOD PROMOTIONS.

INCREASE FROM CURRENT 100 MT QUOTA BY MINIMUM OF 10%.

EMPHASIZE PORK, BEEF AND TURKEY IN ALL CONSUMER AND TRADE ACTIVITIES.

BUILD AWARENESS OF HIGH QUALITY MEAT FROM CANADA.

ENCOURAGE NEW JAPANESE BUYING MISSIONS TO CANADA TO OBSERVE HIGH QUALITY OF CANADIAN MEAT PRODUCTS AND PROCESSING OPERATIONS.

BUILD NEW RELATIONSHIPS AND EVENTUALLY SALES OF CANADIAN MEAT.

SEMI & PROCESSED FOOD & DRINK

SEEK NEW PARTICIPANTS IN CANADA FOOD FAIR PROGRAM. BUILD ON LAST YEAR'S NEW ENTRIES PARTICULARLY NICHIRYU GROUP.

NEW BUSINESS OF \$25 MILLION DURING NEXT 2-3 YEARS.

DEVELOP A PROGRAM OF JAPANESE BUYERS VISITS TO CANADA.

BUILD AWARENESS OF CANADA AS FOOD SUPPLIER AND DEVELOP NEW BUSINESS.

DEVELOP NEW CONTACTS IN FOOD SERVICE SECTOR.

DEVELOP NEW BUSINESS LEADS IN THIS IMPORTANT SECTOR.

PROMOTE DEVELOPMENT OF CUSTOM PACK, BULK & PRIVATE LABEL BUSINESS THROUGH MARKET RESEARCH AND LIAISON WITH THE RETAIL INDUSTRY.

NEW BUSINESS OF \$30 MILLION DURING NEXT 2-3 YEARS.

CONCENTRATE IN IDENTIFYING NEW CUSTOMERS FOR HIGH POTENTIAL PROCESSED PRODUCTS, EG FRENCH FRIES, BOTTLED WATER, MAPLE PRODUCTS, WHISKEY, CUSTOM PACK FOODS.

INCREASED SALES OF 20-30% FOR THESE CATEGORIES AMOUNTING TO \$20 MILLION DURING NEXT 12 MONTHS.

DEVELOP IMPROVED SYSTEMS OF HANDLING TRADE ENQUIRIES FROM POTENTIAL NEW CANADIAN EXPORTERS.

MORE POTENTIAL BUYERS PUT IN CONTACT WITH CANADIAN FOOD EXPORTERS.

FEED, FERTILIZER & VET PRODUCTS

POST WORKING WITH AGRIC. CANADA IN THE DEVELOPMENT OF FUMIGATION TESTS AND NEGOTIATION OF A PROTOCOL FOR HAY PRODUCTS, TO MEET JAPANESE PHYTOSANITARY REQUIREMENTS FOR IMPORTED BALED HAY.

ACCESS TO LONG-FIBRE BALED HAY MARKET OF \$100 MILLION PER YEAR. POTENTIAL SALES \$25-35 MILLION ANNUALLY 1995.

ORGANIZE FEEDING TRIALS USING DEHYDRATED ALFALFA PELLETS.

MARKET MAINTENANCE/EXPANSION OF CURRENT SALES BY 25% (\$10 MILLION/ YEAR).