

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:

FEED,FERTILIZER & VET PRODUCTS

THROUGH INDUSTRY AND REPORTING ASSIST CANADIAN EXPORTERS IN DEVELOPING NEW MARKETING TECHNIQUES AND PACKAGING METHODS TO MINIMIZE STORAGE AND HANDLING COSTS.

TECHNICAL PRESENTATIONS TO LARGE FEED USERS/IMPORTERS, TO DEMONSTRATE UTILITY OF ALFALFA PRODUCTS.

INITIATE A REPORT OF PRICES AND IMPORT VOLUMES OF FEEDSTUFFS TO ASSIST THE CANADIAN EXPORTERS IN THEIR MARKETING ACTIVITIES.

INCREASED REVENUE TO CANADIAN EXPORTERS OF \$3-5 MILLION OVER 5 YEARS.

ADDITIONAL ALFALFA PRODUCT SALES OF \$10-20 MILLION ANNUALLY.

CANADIAN EXPORTERS WILL BE IN A BETTER SITUATION TO MAKE MARKETING/PRICING DECISIONS.

TRACKING:                   ACTIVITIES UNDERTAKEN IN QUARTER:                   QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATION OF SECTOR/PRODUCT PROFILES - ORGANIZE TECHNICAL WORKSHOPS FOR DEHY ALFALFA - IDENTIFY PRODUCTS FOR CUSTOM PACK IN CANADA - INTRODUCE IDENTIFIED CANOLA OIL - PROMOTE CANADIAN FOOD FESTIVALS/BUYING MISSIONS

QUARTER: 2 -----

QUARTER: 3 -Japanese buyers mission to Canada  
-Promote introduction of 100% canola oil at retail.  
-Seek new participants in Cda Food Fair program.  
-Pursue import access for bovine embryos.

QUARTER: 4 1.Japanese buyers mission to Canada  
2.Promo introduction of 100% canola oil at retail.  
3.Seek new participants in Cda Food Fair program  
4. Participation in Foodex

COMPLETED FOR BOTTLED WATER,PEAT MOSS. - RESULTED IN PROD SALES VALUED AT \$3.8 MIL. - BEVERAGES,BREAD MIX UNDER ACTIVE NEGOTIATION. - LICENSE AGREEMENTS SIGNED BY CANOLA COUNCIL & 2 JAPANESE OIL PROCESSORS. - JONATHAN,FUJIYA,NICHIRYU

-Nichiryu,Seiyu,Coop,Jonathan,Jetro,Mitsubishi completed missions to Cda \$15 million in purchases. - Agreement with 2 Japanese oil processors -30 new participants have joined program.-Health agreem.has been reached.-Study to be implemented

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