

REPT4D

90/04/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM

AT MISSIONS ABROAD FOR FISCAL YEAR 89

FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :437-LONDON

001-AGRI & FOOD PRODUCTS & SERVICE

UNITED KINGDOM

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

MEATS & MEAT BY-PRODUCTS

ONGOING LIAISON WITH UK IMPORTERS-IMPROVE DOCUMENTARY PROCE. UP AT PORTS; FEWER STILL IN 89-90
FEWER PROBLEMS EXPERIENCED IN FY 88/89 WITH SHIPMENTS HELD

CONT. MONITORING OF SITUATION ON HORMONE BAN
POSSIBLE FURTHER DELAY IN BAN BEING IMPLEMENTED

ENCOURAGE CDN EXPORTERS-EXPORT HORMONE FREE BEEF
NEW MARKET TO BE DEVELOPED. LIMITED RESULTS IN YEAR ONE.

ENCOURAGE CONT. EXPORTS OF EDIBLE PORK/BEEF OFFAL NEW MARKET FOR INEDIBLE OFFAL
MAINTENANCE OF MARKET SHARE OF EDIBLE PORK OFFAL; DEVELOP

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 - Encourage Cdn beef exporters to export hormone-free beef to UK.
- Encourage continued Cdn exports of edible pork offal & inedible beef offal for petfood; continued monitoring of hormone ban.

QUARTER: 2 a) Cancel/delay meat hormone ban
b) Encourage exports of hormone-free beef to UK

QUARTER: 3 1. Liaison with Brit importers, Cdn exporters & Cdn vet authorities to improve documentation procedures.

2. Encourage sales of hormone-free beef to UK.

QUARTER: 4 -----

- Little interest it seems in exporting hormone free beef to UK due to lack of capacity & certification problems. - Trades continue; there is opportunity for edible beef offal fm culled cows flwg derogation to EC Hormone directive.

a) Derogation for culled cows agreed.
b) Canadian producers showing interest in UK market for first time.

1. No delays during quarter at ports of entry due to documentary problems.
2. Possibility of new Cdn plant to be approved by EC will mean UK importers will be more willing to buy from Canada.