REPORT 4
89/05/10

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

003-GRAINS AND OILSEEDS
JAPAN

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
CEREAL GRAINS		
	STUDY IMPACT OF MAFF CROP DIVERSIFICATION PROGRAM ON JAPANESE PRODUCTION AND IMPORTS OF WHEAT AND BARLEY.	DETERMINE IMPACT, IF ANY, ON CANADIAN GRAIN EXPORTS TO JAPAN.
	SUBMISSION OF REGULARLY-SCHEDULED WHEAT AND COURSE GRAIN REPORTS AND AD-HOC REPORTS ON JAPANESE SITUATION WHICH MAY IMPACT ON CDN GRAIN EXPORTS TO JAPAN.	MAINTAIN AND HOPEFULLY EXPAND CANADA'S SHARE OF THE JAPANESE GRAIN MARKET.
	STUDY IMPEDIMENTS TO SALE OF CANADIAN FEED WHEAT TO JAPAN(FOB VS C & F SALES, TENDER PROCEDURES ETC.)	LARGER SHARE OF $200 MILLION JAPANESE MARKET FOR CANADIAN FEED WHEAT.
	ANALYSE THE IMPACT OF THE HIGH PRICES CHARGED BY THE FOOD AGENCY WHEN SELLING CANADIAN WHEAT TO THE MILLERS.	A REDUCTION IN THE WHEAT PRICE WOULD CONTRIBUTE TO INCREASED CONSUMPTION.
	REPORT ON THE IMPORT PTENTIAL FOR MIXED PRODUCTS SUCH AS BREAD MIXES AND PROCESSED PRODUCTS.	INCREASE THE EXPORT OF PROCESSED GRAIN PRODUCTS.
OILSEEDS		
	WORK TO STRENGTHEN BUSINESS RELATIONSHIPS IN CANOLA SECTOR, BUILDING ON GOODWILL OF PAST 10-15 YEARS.	ADDITIONAL MARKET SHARE GROWTH FOR CANOLA SED, OIL AND MEAL IN JAPAN.
	MONITOR AND REPORT ON DEVELOPMENTS IN JAPANESE OILSEEDS MARKET WHICH COULD IMPACT ON CANADIAN EXPORTS.	MAINTENANCE OF CANADIAN SALES OF CANOLA, FLAXSEED, SOYBEANS TO JAPAN.
	LIAISE WITH JAPANESE GOVERNMENT AND INDUSTRY CONTACTS RE OIL TARIFF ISSUE, OTHER POSSIBLE MARKET LIBERALIZATION INITIATIVES,	EXPANSION OF CANOLA PRODUCT SALES IN JAPAN.
	INVESTIGATE LEVEL OF CANADIAN INTEREST IN FLAXSEED MARKET DEVELOPMENT AND RESEARCH ACTIVITIES.	INCREASED SALES OF CANADIAN FLAXSEED, BY $5-10 MILLION ANNUALLY.
	REVIEW PRECONSULTATIONS/CONSULTATIONS FORMATS TO ASCERTAIN WHERE ADDITIONAL IMPROVEMENTS CAN BE MADE.	MAXIMIZE USEFULNESS OF BILATERAL MEETINGS; STRENGTHEN RELATIONSHIP.
	WORK WITH CANOLA OIL PROCESSORS, DISTRIBUTORS, RETAILERS TO INTRODUCE IDENTIFIED CANOLA OIL AT RETAIL LEVEL.	CREATE CANOLA OIL PRODUCT AWARENESS AT CONSUMER LEVEL, ENHANCING OIL SALES.