

REPORT 4
88/02/02

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE
JAPAN

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PROCESSED FOODS PROMOTIONS AND MISSIONS

-40% INCREASE IN PROMOTIONAL BEEF ALLOCATION;
-CDA FOOD FAIR PARTICIPANTS INCREASED FR 20-40%;
-MICHIGAN MISSIONS BOUGHT \$10 MN; -SKYLARK
SEEKING NEW CUSTOM PACKED ITEMS; -RETAIL PACKS
OF CDA OIL TO BE INTRODUCED.

QUARTER: 1 PROMOTION OF AGRICULTURE PRODUCTS

COMPLETED BROCHURE ON ALFALFA PRODUCTS; HELD
SEMINARS ON ALFALFA AND SWINE; PERSUED FUMIGA-
TION PROCEDURES FOR ALFALFA HAY WITH MAFF,
REPORTED ON APPLE FUMIGATION RESEARCH.

QUARTER: 2 TECHNICAL SEMINAR ON SWINE, MARKET ACCESS FOR
DAIRY EMBRIOS, APPLE FUMIGATION RESEARCH PROJECT,
PREPARATION OF MARKET PROFILE FOR PEAT MOSS &
BUCKWHEAT. NEGOTIATE BEEF ALLOCATION WITH MOAFF.

ALL PROJECTS COMPLETED AS SCHEDULED. 300 BREEDERS
ATTENDED SEMINAR; 40% INCREASE IN BEEF ALLOCA-
TION-A MILLION DOQARS; PRESENTATIONS ON APPLES &
EMBRIOS FUMIGATION TO THE JAPANESE GOVERNMENT.

QUARTER: 3 -----

QUARTER: 4 -----