

REPORT 4  
88/10/21

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

PLANNING:

POST : 520-TOKYO

QUARTER: 2

QUARTER: 3

QUARTER: 4