

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

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE  
UNITED KINGDOM

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:MEATS & MEAT BY-PRODUCTS

ONGOING LIAISON WITH UK IMPORTERS-IMPROVE DOCUMENTARY PROCE.  
FEWER PROBLEMS EXPERIENCED IN FY 88/89 WITH SHIPMENTS HELD

UP AT PORTS; FEWER STILL IN 89-90

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  
MAINTENANCE OF MARKET SHARE OF EDIBLE PORK OFFAL; DEVELOP

NEW MARKET FOR INEDIBLE OFFAL

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.

- 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.

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

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

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.

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.

QUARTER: 4 Encourage exports of hormone-free beef to UK

Negotiations with MAFF to allow UK imports of Canadian bison meat. Should be achieved by 2nd quarter FY90-91.