

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 :520-TOKYO

001-AGRI & FOOD PRODUCTS & SERVICE
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL,POULTRY BREEDING STOCK

NEGOTIATE IMPORT/EXPORT PROTOCOL FOR BOVINE EMBRYOS
POTENTIAL ANNUAL SALES OF \$1-2 MILLION

NEGOTIATE ANIMAL HEALTH AGREEMENT FOR JPNSE EXPORTS TO CDA
IMPORT JAPANESE BREEDING STOCK FOR PRODUCTION OF WAGYU BEEF

IN CANADA AND RE-EXPORT TO JAPAN

NEGOTIATE IMPORT PROTOCOL FOR SWINE SEMEN
SALES OF \$100,000 ANNUALLY

PROMOTE CANADIAN PARTICIPATION IN VIV-ASIA'89, TOKYO
INCREASED AWARENESS OF CDN CAPABILITIES, LEADING TO SALES OF

CDN GOODS AND SERVICES

HORTICULTURE (FRUIT,VEG,FLOR)

APPLE FUMIGATION RESEARCH PROJECT (CODLING MOTH)
ACCESS FOR CDN APPLES WHEN ACCEPTED

INCLUDE FRESH MUSHROOMS IN CANADA FOOD FAIR PROMOTIONS
EXPANDED CONSUMER AWARENESS AND SALES

CANADIAN RESEARCH ON VAN CHERRIES
WHEN ACCEPTED, ACCESS FOR THIS VARIETY

TRIAL SHIPMENTS OF FRESH RASPBERRIES & BLUEBERRIES
GENERATE NEW BUSINESS

UNDERTAKE RESEARCH ON BLUEMOLD ON TOMATOES AND PEPPERS
RESOLVE MARKET ACCESS PROBLEM

SEEDS & SPECIAL CROPS

PREPARE MKT PROFILES FOR SPECIALIZED COMMODITIES-BUCKWHEAT
IMPROVED MARKET INFO FOR CDN PRODUCERS AND EXPORTERS,

LEADING TO INCREASED SALES TO JAPAN

ASSIST PEAT MOSS EXPORTERS IN ACCESSING JAPANESE MARKET
ADDITIONAL SALES OF \$1-2 MILLION ANNUALLY

MONITOR IMPORT QUOTA SITUATION FOR PULSES; ADVISE CDN EXPORT
INCREASED SALES OF CDN PULSES

MEATS & MEAT BY-PRODUCTS

ASSIST & FOLLOW UP WITH MEAT BUYING MISSIONS TO CANADA
\$30 MILLION IN NEW BUSINESS OVER 3 YEARS