

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

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SEMI & PROCESSED FOOD & DRINK

NEGOTIATE INCREASED BEEF ALLOCATION WITH MINISTRY OF AGRICULTURE,  
FORESTRY, & FISHERIES FOR EMBASSY PROMOTIONS.

20% INCREASE IN BEEF ALLOCATION.

ORGANIZE TURKEY DEMONSTRATION ON BEHALF OF CANADIAN TURKEY  
MARKETING AGENCY W/POTENTIAL TO INCREASE EXPORTS BY 10%.

NEW BUSINESS LEADS FOR TURKEY.

SEMI & PROCESSED FOOD & DRINK

SEEKING NEW SUPERMARKET AND DEP'T STORE PARTICIPANTS IN CDA FOOD  
FAIR PROGRAM.

4 NEW PARTICIPANTS RESULTING IN NEW BUSINESS  
OF \$2 - 5 MILLION. STIMULATE TRADE ENQUIRIES.

ENCOURAGING BUYERS MISSIONS TO CANADA.

MINIMUM OF 4 MISSIONS WITH EXPECTED PURCHASES  
OF \$3-5 MILLION. STIMULATE TRADE ENQUIRIES.

CONCENTRATING EFFORTS ON HIGH POTENTIAL PRODUCTS, FROZEN POTATOES,  
BLUEBERRIES, MAPLE PRODUCTS.

INCREASED SALES IN 1987 OF MINIMUM OF 10%.

IDENTIFY PRODUCTS WHICH CAN BE COMPETITIVELY CUSTOM PACKED IN  
CANADA.

POTENTIAL NEW BUSINESS OF SEVERAL MILLIONS BY  
1988.

DEVELOP NEW CONTACTS IN FOOD SERVICE SECTOR.

NEW BUSINESS LEADS IN THIS IMPORTANT SECTOR.

DISTRIBUTE 1986 STUDIES ON FOOD SERVICE IN JAPAN AND RETAIL FOOD  
AND BEVERAGE SECTOR IN JAPAN.

INCREASE CDN INDUSTRY AWARENESS/UNDERSTANDING  
OF JAPANESE RETAIL FOOD AND FOOD SERVICE  
SECTORS.

FEED, FERTILIZER & VET PRODUCTS

TRANSLATION & PRINTING OF SHORT BROCHURE ON ALFALFA PRODUCTS FOR  
CANADIAN DEHYDRATORS ASSN. & DISTRIBUTION OF AG CDA/CANADIAN  
DEHY ASSOC. BOOKLET ON ALFALFA PRODUCTS.

INCREASED AWARENESS OF QUALITY OF CANADIAN  
ALFALFA PRODUCTS LEADING TO INCREASED SALES.  
STIMULATE TRADE INQUIRIES.

SEMINARS TO BE HELD IN APRIL 1987 TO PROMOTE USE OF ALFALFA  
PRODUCTS.

CONTINUED GROWTH IN SALES OF ALFALFA PELLETS,  
CUBES AND HAY, BY 10-20% OVER THE NEXT 3  
YEARS. STIMULATE TRADE INQUIRIES.

BILATERAL DISCUSSIONS WITH MINISTRY OF AGRICULTURE TO DEVELOP  
FUMIGATION PROCEDURE TO PERMIT ACCESS FOR NEW ALFALFA PRODUCTS.

ONCE ACCESS ACHIEVED, EXPECTED SALES OF \$20  
MILLION WITHIN 5-YEAR PERIOD.