

iv) *Promotional activities of competitors.*

The U.S. Meat Export Federation (USMEF) has been deploying aggressive promotional efforts toward the hotel, restaurant and institutional (HRI) sectors in Japan as well as the household sectors, and they have gradually assumed a portion of Australia's share in this market. The USMEF is demonstrating a strong commitment to the Japanese beef market, especially after they opened an office in Osaka a few years ago. With respect to the HRI sector, USMEF has been continuing promotional activities, not only for hotels and restaurants, but also for meat purveyors and wholesalers. In the household sector, USMEF also continues strong campaigns for supermarket chains, coupled with various promotions targeted toward the Japanese consumers at large (i.e. hand-out of menu brochures, cooking contests, sponsoring or co-sponsoring sports events, etc.). (Note: Canadian Beef Export Federation CBEF has already been implementing such activities). The USMEF is effective in terms of image penetration of American beef with the Japanese consumers/trade. USMEF is properly combining their promotional efforts for their livestock and poultry meats, especially the former (i.e. beef and pork), under an overall umbrella of American livestock meat, which offers a wider variety of menu items for HRI sector.

Australian Meat and Livestock Corp. (AMLC) has also been continuing promotion activities, but they are losing market share to USMEF. As a result, they are putting more efforts on the household sectors via supermarkets. The Australian beef campaign is now an annual event at most supermarkets throughout the country.

The approximate annual budgets for USMEF and AMLC are \$55 million and \$30 million, respectively. In addition, the USA meat packers have 13 offices in Tokyo.

v) *Trends.*

The cattle inventory (number of cattle) of beef-type breeds (i.e. beef breeds plus Holstein steers) was 2,956,000 head as of Feb93. The number of farms raising beef-type breeds was 199,000 with an average of 14.9 head per farm.

Feed costs were registered at Cdn\$ 240.25 per 100 kgs for beef breeds, (mainly Japanese black/brown) and Cdn\$ 200.33 for Holstein steers in 1992. Total production costs were \$1,009.51 and \$518.83, respectively.