

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

003-GRAINS AND OILSEEDS
JAPAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

CEREAL GRAINS

STUDY IMPACT OF MAFF CROP DIVERSIFICATION PROGRAM ON JAPANESE PRODUCTION AND IMPORTS OF WHEAT AND BARLEY.

SUBMISSION OF REGULARLY-SCHEDULED WHEAT AND COURSE GRAIN REPORTS AND AD-HOC REPORTS ON JAPANESE SITUATION WHICH MAY IMPACT ON CDN GRAIN EXPORTS TO JAPAN.

STUDY IMPEDIMENTS TO SALE OF CANADIAN FEED WHEAT TO JAPAN (FOB VS C & F SALES, TENDER PROCEDURES ETC.)

ANALYSE THE IMPACT OF THE HIGH PRICES CHARGED BY THE FOOD AGENCY WHEN SELLING CANADIAN WHEAT TO THE MILLERS.

REPORT ON THE IMPORT POTENTIAL FOR MIXED PRODUCTS SUCH AS BREAD MIXES AND PROCESSED PRODUCTS.

DETERMINE IMPACT, IF ANY, ON CANADIAN GRAIN EXPORTS TO JAPAN.

MAINTAIN AND HOPEFULLY EXPAND CANADA'S SHARE OF THE JAPANESE GRAIN MARKET.

LARGER SHARE OF \$200 MILLION JAPANESE MARKET FOR CANADIAN FEED WHEAT.

A REDUCTION IN THE WHEAT PRICE WOULD CONTRIBUTE TO INCREASED CONSUMPTION.

INCREASE THE EXPORT OF PROCESSED GRAIN PRODUCTS.

OILSEEDS

WORK TO STRENGTHEN BUSINESS RELATIONSHIPS IN CANOLA SECTOR, BUILDING ON GOODWILL OF PAST 10-15 YEARS.

MONITOR AND REPORT ON DEVELOPMENTS IN JAPANESE OILSEEDS MARKET WHICH COULD IMPACT ON CANADIAN EXPORTS.

LIAISE WITH JAPANESE GOVERNMENT AND INDUSTRY CONTACTS RE OIL TARIFF ISSUE, OTHER POSSIBLE MARKET LIBERALIZATION INITIATIVES.

INVESTIGATE LEVEL OF CANADIAN INTEREST IN FLAXSEED MARKET DEVELOPMENT AND RESEARCH ACTIVITIES.

REVIEW PRECONSULTATIONS/CONSULTATIONS FORMATS TO ASCERTAIN WHERE ADDITIONAL IMPROVEMENTS CAN BE MADE.

WORK WITH CANOLA OIL PROCESSORS, DISTRIBUTORS, RETAILERS TO INTRODUCE IDENTIFIED CANOLA OIL AT RETAIL LEVEL.

ADDITIONAL MARKET SHARE GROWTH FOR CANOLA SEED, OIL AND MEAL IN JAPAN.

MAINTENANCE OF CANADIAN SALES OF CANOLA, FLAXSEED, SOYBEANS TO JAPAN.

EXPANSION OF CANOLA PRODUCT SALES IN JAPAN.

INCREASED SALES OF CANADIAN FLAXSEED, BY \$5-10 MILLION ANNUALLY.

MAXIMIZE USEFULNESS OF BILATERAL MEETINGS; STRENGTHEN RELATIONSHIP.

CREATE CANOLA OIL PRODUCT AWARENESS AT CONSUMER LEVEL, ENHANCING OIL SALES.