

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

001-AGRI & FOOD PRODUCTS & SERVICE
JAPAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ANIMAL, POULTRY BREEDING STOCK

PURSUE IMPORT PROTOCOL FOR BOVINE EMBRYOS

MAINTAIN CONTACT WITH CANADIAN SWINE EXPORTERS AS FOLLO-UP
ACTIVITY TO TECHNICAL SWINE SEMINAR HELD IN TOKYO IN MARCH 87.

EXPORT MARKET POTENTIAL OF \$1-2 MILLION ANNU-
ALLY.

TO INCREASE CANADIAN PUREBRED SWINE SALES IN
JAPAN, BY 25-50 PER CENT.

HORTICULTURE (FRUIT, VEG, FLOR)

APPLE FUMIGATION RESEARCH PROJECT (CODDING MOTH) WORK WITH AGRIC.
CANADA & JAPANESE MIN. OF AGRIC. TO ESTABLISH AN AGREED FUMIGA-
TION PROCEDURE.

WHEN APPROVED BY JAPANESE GOVERNMENT, ACCESS
FOR CANADIAN APPLES.

DEVELOPMENT OF NEW CUSTOMERS FOR MUSHROOMS

INCREASE EXPORTS FROM \$2-\$4 MILLION IN 2
YEARS.

PROMOTION OF HORTICULTURAL PRODUCTS IN CANADA FOOD FAIR
PROGRAM.

EXPANDED CONSUMER AWARENESS AND SALES DEVELO-
PMENT.

CONTINUE TRIAL SHIPMENTS ON FRESH RABERRIES.

NEW SALES \$100,000 ONCE BUSINESS IS DEVELOPED
NEW BUSINESS DEVELOPMENT

EXAMINE THROUGH MARKET RESEARCH PROSPECTS FOR NEW EXPORT ITEMS IN
HORTICULTURE AREA, GREEN HOUSE AND NURSERY PRODUCTS.

SEEDS & SPECIAL CROPS

PREPARATION OF MARKET PROFILES FOR SPECIFIC PRODUCTS WITH MARKET
POTENTIAL (PEAT MOSS, BUCKWHEAT, PULSES)

INCREASED AWARENESS AMONG CANADIAN EXPORTERS
RE JAPANESE MARKET OPPORTUNITIES.

ASSIST NEW PEAT MOSS SUPPLIERS IN PENETRATING THE JAPANESE MARKET
(ORGANIZE AND ACCOMPANY INITIAL VISIT TO TOKYO)

ADDITIONAL SALES OF PEAT MOSS, OF \$1-2 MILL-
ION ANNUALLY.

MONITOR AND REPORT ON MARKET LIBERALIZATION OF IQ ITEMS SUCH AS
PULSES.

INCREASE CANADIAN SHARE OF PULSES IMPORTS
INTO JAPAN.

MEATS & MEAT BY-PRODUCTS

FOLLOW UP WITH RECENT MEAT BUYING MISSIONS TO CANADA, THROUGH
INDIVIDUAL CALLS ON PARTICIPATING COMPANIES AND THROUGH FURTHER
RESEARCH ON MARKET REQUIREMENTS.

\$20 MILLION IN NEW BUSINESS IN 3 YEAR PERIOD.

CONTINUE TO KEEP INDUSTRY ABREAST OF LATEST DEVELOPMENTS IN JAPA-
NESE PORK MARKET THROUGH MONTHLY PORK IMPORT.

BETTER INFORMED CANADIAN PORK EXPORTERS ON
IMPORTANT JAPANESE MARKET.