REPORT 4 87/09/25

## 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.

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

SEMI & PROCESSED FOOD & DRINK

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

ENCOURAGING BUYERS MISSIONS TO CANADA.

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

IDENTIFY PRODUCTS WHICH CAN BE COMPETITIVELY CUSTOM PACKED IN CANADA.

DEVELOP NEW CONTACTS IN FOOD SERVICE SECTOR.

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

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.

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

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

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20% INCREASE IN BEEF ALLOCATION.

NEW BUSINESS LEADS FOR TURKEY.

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

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

INCREASED SALES IN 1987 OF MINIMUM OF 10%.

POTENTIAL NEW BUSINESS OF SEVERAL MILLIONS BY 1988.

NEW BUSINESS LEADS IN THIS IMPORTANT SECTOR.

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

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

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

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