

The network of federal and provincial research and development centres across Canada assists industry to adapt and develop products for the Japanese market. Some of the centres involved in this work include the Alberta Agriculture Food Processing Development Centre in Leduc, the POS Plant in Saskatoon, Saskatchewan, the National Agri-food Technology Centre in Portage la Prairie, Manitoba, and the Food Technology Service which is co-located with the Food Research and Development Centre in St. Hyacinthe, Quebec. The latter is one of a network of Agriculture Canada research stations which are also involved in development work.

Agriculture Canada conducted a study of selected industries to investigate the possibility of developing and strengthening business linkages between Canadian and Japanese firms. Investment Canada, in co-operation with Agriculture Canada, is following up the study.

"Workshop on Canadian Cuisine" was a major co-sponsored initiative between Alberta Agriculture, The Southern Alberta Institute of Technology, Agriculture and Agri-Food Canada, and DFAIT held October 18-25, 1993. The Objective was to orient and expose key Japanese Chefs from the Hotel, Restaurant and Institutional (HRI) sector in priority regional markets to Canadian food products and their preparation. These opinion leaders will form an improved basis upon which to build future Canadian food promotions in Japan.

3. Promoting Product in the Marketplace

To take full advantage of the opportunities in the Japanese market, promotions will focus on the food service and retail markets. In 1994, Canadian companies will have the opportunity to participate in Foodex '94 (March 7-11) and the Spring Solo Food Shows in Osaka (March 14-15) and Fukuoka (March 17), which will be held in conjunction with Foodex '94.

A joint project between DFAIT (Tokyo) and the Japan Cooks Association will see the staging of the first annual "Canadian Culinary Cup" competition (Nov 20, 1993). This competition is open to Japan's senior (10+ years experience) professional chefs, features Canadian food products, and represents a new/ innovative tie-in with the HRI trade in an effort to further promote the use of Canadian food products in the Japanese market.

With the opening of new trade offices in Fukuoka and Nagoya, a full program of activities aimed at the regional markets is planned. In addition to solo shows in key regional markets, food fairs at retail stores and hotels involving Canadian chefs are also planned.