

# News Release

# Communiqué

Minister for  
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Trade



Ministre du  
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## MINISTER CROSBIE LAUNCHES CANADIAN BEEF PROGRAM IN JAPAN

TOKYO -- The Canadian Beef Export Federation today announced plans to expand its sales in Japan. International Trade Minister John C. Crosbie and his Parliamentary Secretary, M.P. Jack Shields were in Tokyo to launch the Federation's program which is designed to increase Canada's share of the Japanese market to 10 percent, or around \$300 million a year.

The program is the first activity launched in the Pacific 2000 component of Canada's "Going Global" trade strategy. This sustained market drive includes an advertising campaign, beef seminars for importers, distributors and processors, and in-store promotions directed at Japanese consumers.

"This program is an example of how government and the private sector can work together to expand new markets in Japan and other Asian countries. Government can open doors to export markets; exporters can go in and sell," Mr. Crosbie said. "We have to work together. The team-work is working for beef; it can work for other export sectors," the Minister added.

In the first six months of 1989, Canada exported almost \$19 million in beef to Japan as compared to about \$7.5 million for the same period last year, an increase of more than 150 percent. This reflects easier access for Canadian beef into the Japanese market as a result of more liberalized import measures which came into effect in June 1988.

"The prospects for the Canadian beef industry here in Japan are tremendous" said Mr. Shields. "Our quality and reliability or supply are strong selling points. We can also build on the excellent reputation that's been established for Canadian food products in general, where we've seen exports to Japan rise by \$450 million last year to \$2.1 billion."

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The Canada Beef Export Federation includes beef producers, meat processors, exporters and representation from government departments.

Mr. Crosbie was in Japan to meet with other trade ministers who are working towards further facilitating trade and economic relations in the context of Uruguay Round of Multilateral Trade Negotiations.

"A strong, successful outcome from these negotiations will create greater opportunity for beef producers and all Canadian exporters, in Japan and around the world," Mr. Crosbie said.

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