

**ONE: THE JORDAN VALLEY**

The "Valley" is the traditional centre of Jordan's agriculture production, focusing primarily on vegetables and green house crops using drip irrigation. The land in the valley is worked hard and, as a result, has high salinity and contents of potassium chloride requiring major consumption of peat moss, soil mix products and fertilizers. Canadian companies annually export over \$500,000 in soil mix products alone and the recent introduction of Canadian peat moss is already registering modest sales. Good potential also exists for hybrid seeds and other horticultural products of which certain varieties have already been introduced by Canadian companies this year. The projected sales figure for Canadian companies this year is over \$52,600 particularly in the area of agricultural machinery.

**TWO: THE NORTHERN HIGHLANDS**

Canada can play an active role in agriculture in the Northern Highlands given the similarity of conditions to western Canada. The area is suitable for dry-land farming (250 mm rainfall per year) making it a key growing area for wheat, barley, lentils, chickpeas and other pulses. In addition, it is also the focal point of dairy cattle farming in the country with over 40% of Jordan's dairy herd.

A CIDA-funded lentil mechanization project implemented in association with the Jordan Cooperative Organization (JCO) was highly successful as a technology transfer tool. The two-year project demonstrated adequately the use of Canadian equipment and expertise to mechanize the preparation and seeding of fields and harvesting of lentils. Government and private institutions were very pleased with the results creating excellent opportunities for sales of farm implements.

**THREE: THE EASTERN AND DESERT REGIONS**

The Eastern and Desert Regions depend on both irrigated and rainfed agriculture. Vegetables, barley, wheat and legumes are among the major crops and much of Canada's promotion in the Highlands region mentioned above will affect the potential in these regions. It is worthwhile mentioning that water is the mitigating factor, and is critical to the ability of putting in place a cost effective agricultural programme in these areas.

**FOUR: THE SOUTHERN PLAINS**

This is Jordan's newest agricultural area and is largely a desert region requiring extensive pivot irrigation systems similar to those used in southern Saskatchewan. The region offers good potential not only in cereal grains farming, which has been the basis of production efforts, but in a growing spectrum of other crops as well. Canada already has extensive presence in this region where CIDA/Inc funded the design for a large wheat farming operation and recently introduced Canadian seed potato varieties have performed exceedingly well. These large-scale farms have also become increasingly good customers for Canadian farm implements and Canadian suppliers are well positioned to obtain lucrative sales.

**OPPORTUNITIES FOR CANADIAN EXPORTERS****Dairy, Livestock and Poultry**

This sub-sector is becoming increasingly important to Jordan's agriculture. Several investments and technology transfer programmes have been proposed in the biotechnology area including artificial insemination, embryo transfer where several projects are currently being implemented. Recently, the University of Jordan initiated a biotechnology and embryo transfer project with McGill University to promote the quality of cattle in Jordan. This project is also geared to serve the surrounding region.