

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 :340-AMMAN

003-GRAINS AND OILSEEDS
JORDAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

FINALIZATION OF ASSESSMENTS BY LOCAL IMPORTERS OF CANOLA SAMPLES PROVIDED BY CDN EXPORTERS.

SUBSTANTIAL MARKET PENETRATION BY CANOLA OIL ONCE IMPORTERS AND CONSUMERS VIEW PRODUCTS AS VIABLE PRICE ALTERNATIVE TO TRADITIONAL SOYA AND CORN OILS.

ASSESSMENT OF PARTICIPATION BY JORDANIAN CANDIDATES IN CIGI INTERNATIONAL GRAINS COURSE AT WINNIPEG IN 1988/89.

INTRODUCTION OF CDN TECHNOLOGY TO JORDANIAN MILLERS AND GOVT CONTROLLED BAKERIES FROM WHICH MARKET PROMOTION EFFORTS FOR GRAINS AND FLOUR CAN BE FOCUSED.

SEMINAR PROGRAM IN JORDAN BY CANOLA COUNCIL OF CANADA AS PART OF REGIONAL INITIATIVE PROPOSED BY THE EMBASSY IN IRAQ.

EXTENSIVE PUBLIC EDUCATION REGARDING CDN CANOLA PRODUCTS AND EXPERTISE WHICH WILL IMPACT ON BUYING DECISIONS OF LOCAL IMPORTERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 Agriculture Canada Exploratory Technical Mission to Jordan examined prospects for Canola oil and meal-cake products in Jordanian market.

CSP Foods Limited to pursue introduction of retail pack Canola oil in Spring 1989 promotion with Safeway International.

QUARTER: 4 -----