

agricultural activities. In Jordan's agricultural sector, there is significant potential for specialized implements in rock removal, seed bed preparation, seed drills and harvesting equipment, with add-on sales expected for the introduction of such products to local producers. Canadian grain and specialty seeds such as potatoes have already captured a significant market share and competitive freight costs from Canada are the principal factor in incremental market penetration for such products.

Exports of Canadian agricultural commodities have also grown solidly in the 1985-87 period, with pulses, canary seed, flour products and oilseed-based products recently introduced to local buyers. Promotional efforts focussing on Canadian canola exports are succeeding and it is expected that it could have broad market application as an alternative to traditional corn and soya oil imports. Oilseed