REPORT 4 87/09/25

## QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 87 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 340-AMMAN

001-AGRI & FOOD PRODUCTS & SERVICE JORDAN

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ALL SUB-SECTORS

AL-MUDAWARA AGRICULTURAL PROJECT IN SOUTHERN JORDAN.

REPAIR OF RELATIONSHIP BETWEEN LOCAL IMPORTERS/GROWRES OF SEED POTATOES & CDN EXPORTERS. POSSIBLE AG CANADA ROLE IN DEVELOPMENT OF BILATERAL PHYTOSANITARY AGREEMENT.

ASSESSMENT OF TRIAL SHIPMENT OF CDN FOOD PRODUCTS AND SPECIALTY SPICES BY BARQ SUPERMARKETS AND OTHER INTERESTED BUYERS IN JORDAN

CONTACT WITH MAJOR AGRICULTURAL EQUIPMENT DEALERS IN ANTICIPATION OF OUTGOING AGRICULTURAL MISSION TO SYRIA AND JORDAN PROPOSED FOR FY 88/87 MARKET SEGMENT REPORT TO BE DONE.

EXTENSIVE PROMOTION OF CDN SOURCES OF SUPPLY FOR DILSEED PRODUCTS (CORN DIL, SUNFLOWER AND CANOLA) TO LOCAL SUPERMARKET OPERATORS.

ANTICIPATED RESULTS:

AWARD OF MANAGEMENT CONTRACT TO CDN FIRM CLIENT & POSSIBLE SALES OF CDN FARM EQUIP. FOR PROJECT REQUIREMENTS.

CONTINUED IMPORTATION OF CDN SEED BY LOCAL IMPORTERS UNDER THE AEGIS OF A LONG TERM MARKET DEVELOPMENT PROGRAMME.

ON GOING SUPPLY BY CDN EXPORTERS SUCH AS GOL-DEN VALLEY, GRENADIER & DALTON TO JORDANIAN CUSTOMERS.

IDENTIFICATION OF LOCAL REQUIREMENTS FOR FARM EQUIPMENT AND AGRICULTURAL MACHINERY.

TRIAL ORDERS FOR CDN OILSEED PRODUCTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 SUPPORT FOR THE EFFORTS OF AGRODEV CANADA IN FINAL NEGOTIATIONS FOR THE DESIGN AND MANAGEMENT OF A 300HA. AGRICULTURAL COMPLEX AT AL MUDAWARA IN SOUTHEASTERN JORDAN.

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QUARTERLY RESULTS REPORTED:

FINAL AGREE. REACHED BETWEEN AGRODEV & LOCAL CLIENT IN RESPECT OF DESIGN & MNGMT SRVCS FOR THE FARM. EDC FINANCING & PARALLEL SWEDISH CREDIT IN LAST PHASES OF APPROVAL FOR COMMENCEMENT OF PLANT./CULTIV. ACTIV. FOR WINTER 87 CORP