

REPORT 4  
89/05/10

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

001-AGRI & FOOD PRODUCTS & SERVICE  
JORDAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

FINALIZATION OF FARM MANAGEMENT AGREEMENTS BY CDN CONSULTANTS FOR MAJOR CEREAL GRAINS FARM DEVELOPMENT PROJECTS IN THE SOUTH EAST JORDAN.

ESTABLISHMENT OF LOCAL OFFICES BY AT LEAST TWO CDN FIRMS WHO WILL MANGE PRIVATE SECTOR FARMS IN SE. ADDITIONAL WORK IN MARKET WILL LIKELY RESULT.

RETURN TO COMMERCIAL SUPPLY/SHIPMENT BY CDN SEED POTATO EXPORTERS TO JORDANIAN PRIVATE SECTOR BUYERS; POSSIBLE PENETRATION OF JORDAN COOPERATIVES FOR CDN SEED.

SALES OF BETWEEN 250-600MY OF CDN SEED POTATOES TO JORDAN BY CDN EXPORTERS IN 1988/89 PERIOD.

ADDITIONAL PROMOTION OF CDN SUPPLIERS TO JORDANIAN IMPORTERS AND RETAIL DISTRIBUTORS OF FOOD PRODUCTS, INCL MAJOR SUPERMARKET OPERATORS.

SALES OF CDN FOOD PRODUCTS TO BUYERS SUCH AS SAFEWAY JORDAN, BARQ AND OTHER SUPERMARKET OPERATIONS.

FOLLOW-UP TO MARCH 87 AGRICULTURAL EQUIPMENT MISSION TO JORDAN AND POTENTIAL PILOT PROJECT FOR MECHANIZATION OF LENTILS HARVESTING.

INTRODUCTION OF CDN TILLAGE, SEEDING & HARVESTING EQUIPMENT TO JORDAN COOPERATIVES AND PRIVATE SECTOR AGENCIES.

VISITS TO CANADA BY JORDANIAN IMPORTERS OF LIVESTOCKS'DAIRY SEMINARS IN JORDAN FOR PUBLIC AND PRIVATE SECTOR IMPORTERS.

INTRODUCTION OF CDN BRED GOATS AND DAIRY CATTLE TO JORDANIAN BREEDERS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 INCEPTION SEMINAR FOR CDN LENTILS MECHANIZATION PROJECT AT THE JORDAN UNIVERSITY OF SCIENCE AND TECHNOLOGY (JUST).

SEMINAR MARKS FIRST STEP IN INTRODUCTION OF CDN DRYLAND FARMING EQUIPMENT SYSTEM FOR USE IN LENTILS CULTIVATION AND HARVESTING. PROGRAM LASTING 26 MONTHS, SUPPORTED BY CIDA INC., NOW UNDERWAY.

QUARTER: 1 OPENING OF SAFEWAY STORE OUTLET IN AMMAN ON 30 JUNE 1988; TRAVEL TO CDA BY DIRECTOR OF BARQ SUPERMARKETS.

SAFEWAY STORE FEATURES MCCAIN PRODUCTS AS WELL AS CDN MAPLE SYRUP & SIMILAR PRODUCTS;BARQ VISIT INTENDED TO IDENTIFY CDN CONSOLIDATOR FOR SHIPMENTS TO JORDAN OF SPICES, SPECIALTY PRODUCTS AND DRY GOODS.

QUARTER: 2 Promotion of Cdn food prods to local buyers;support to visiting mktg. reps during trips to territory.

First order from newly opened Safeway Supermarket to McCain's for frozen juice concentrates valued at Cdn \$125,000. Repeat orders anticipated throughout year.