

CIDA recently assisted a Canadian company to export a large trial shipment of seed potatoes in an effort to introduce Canadian varieties in Jordan. The trials have been an outstanding success and commercial sales of large quantities are anticipated. In addition, a local company, which is also participating in this trial planting, is also negotiating with a Canadian company for establishing a frozen french fries plant in Jordan using Canadian potatoes.

#### **Food Processing**

Although Canada has made solid progress in promoting tinned and bottled food products in the past, imports have decreased in accordance with Jordan's current economic situation. This dictates that greater potential lies in participating in the development of the food processing industry. Local investors, with a preliminary goal of import substitution, are actively considering investments in food processing, especially of fruits and vegetables from the Valley. This significant increase in activity could benefit from Canadian technology and expertise either through joint-venture, licensing or direct sales of equipment.

### **CONCLUSIONS**

Jordan's stated priority of import substitution and the increase in the number of new projects spurred by investment from the Gulf "returnees" should continue to offer encouraging market opportunities for Canadian exporters. The following are products/services which offer the most promising opportunities for the Canadian exporters:

- Farm consulting and other services;
- Dairy production and operations consulting;
- Feed and feedmill technology, including canola processing;
- Fertilizers, pesticides and soil enhancement products;
- Dryland farming technology and services;
- Food processing equipment and services;
- Dairy cattle, genetics enhancement and veterinary;
- Seeds of all types, including vegetable and cereals; and,
- Greenhouses and irrigation systems.

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#### **MOROCCO**

Morocco has a tradition in agriculture, a sector which receives special attention from the Government. However, the country is dependent for a portion of its food requirements. The market is estimated to be between Cdn \$500 and \$600 million.

#### **AGRI-FOOD**

The Moroccan agri-food sector contains about 1500 units (1/3 of all industrial units), and has a turnover in the vicinity of \$4.5 billion, \$600 million of which consists of exports. Some branches are more developed. They include milling, beverages, and preserved fruit, vegetables and fish. Other branches afford especially interesting opportunities, namely sugar producing, dairy and oils and oilseeds. Partnership and technology transfer opportunities exist in the areas of agricultural and fish processing and conversion (cooked foods, fish fillets, etc.), the processing of livestock and dairy products (production of patés, meat conversion, cheese, yogurt, powdered milk, butter, ice cream, etc.), conversion of food, in particular industrial and commercial refrigeration, and conservation by ionizing. There is a concentration of activities in the Moroccan agri-food sector, where about 70% of the turnover is achieved by a few major groups.