

REPORT 4
88/10/21

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:

ALL SUB-SECTORS

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

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

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

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

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

ANTICIPATED RESULTS:

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.

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

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

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

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

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

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

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

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

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.

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.