

Three flour mills were constructed and subsequently managed by Pillsbury U.S.A. on behalf of the Saudi Arabian Government between 1976 and 1978. The presence of Pillsbury in this capacity is, in all likelihood, of some advantage to U.S. wheat exporters.

Principal suppliers of barley are Australia and the E.E.C.

Oilseeds and Oilseed Products

Soybeans and soybean products, sesame seed, corn oil and olive oil are established products in the Saudi Arabian market, as are several other vegetable oils and meals. Current suppliers of these products, and countries which will likely remain as Canada's competitors in Saudi Arabia, are the United States, Sudan and exporters of olive oil, such as Spain, Italy, Greece and Tunisia.

f) The Action Plan

- i) Finalize a mission, led by senior Wheat Board officials, to the Kingdom to begin discussions of a long-term agreement with the Saudi Arabian Grain Silos and Flour Mills Organization. The mission should be prepared to discuss and set to rest any Saudi fears about Canada's ability to meet delivery requirements.
- ii) Organize a technical seminar in early 1983, sponsored by the Grain Marketing Office. The objective of the seminar mission would be: to familiarize Saudi Arabian oilseed crushers, refiners and feed manufacturers with Canadian Canola products, the technology involved in processing Canola, and to encourage the use of Canola products over those that have traditionally been imported.
- iii) Continue to assist Canadian firms in seeking and discussing market opportunities in the development and management of the Saudi Arabian grain-handling and processing sector. Canadian firms are presently known to Saudi interests in the grain sector, and an opportunity currently exists for Canadian firms to participate in the construction and subsequent operation of a proposed grain storage and handling facility in Saudi Arabia.
- iv) As in the past, offer places for Saudi flour and grain industry personnel in future courses conducted by the Canadian International Grains Institute.