

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

POST : 340-AMMAN

001-AGRI & FOOD PRODUCTS & SERVICE
JORDAN

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

AL-MUDAWARA AGRICULTURAL PROJECT IN SOUTHERN JORDAN.

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

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

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

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

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

CONTACT WITH MAJOR AGRICULTURAL EQUIPMENT DEALERS IN ANTICIPATION
OF OUTGOING AGRICULTURAL MISSION TO SYRIA AND JORDAN PROPOSED FOR
FY 88/89. MARKET SEGMENT REPORT TO BE DONE.

IDENTIFICATION OF LOCAL REQUIREMENTS FOR FARM
EQUIPMENT AND AGRICULTURAL MACHINERY.

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

TRIAL ORDERS FOR CDN OILSEED PRODUCTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

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

FINAL AGREEMENT REACHED BETWEEN AGRODEV & LOCAL
CLIENT IN RESPECT OF DESIGN & MANAGEMENT SERVICE
FOR THE FARM. EDC FINANCING & PARALLEL SWEDISH
CREDIT IN LAST PHASES OF APPROVAL FOR WINTER 87
CORP.

QUARTER: 2 -----

QUARTER: 3 PROMOTION OF CDN PRODUCTS & EXPERTISE TO
JORDANIAN BUYERS SUCH AS SEED POTATOES, LENTILS
PRODUCTION & SPECIALTY GRAINS.

POTENTIAL SEED POTATO SALES LIMITED BY DUTCH
PRICING & HIGH FREIGHT COSTS EX-CDA. ORDERS PEND-
ING. APPROVAL IN PRIN. BY CIDA FOR CDN SPONSORED
PILOT PROJ. IN MECHANIZATION OF LENTILS PROD.
IDENT. OF ADDITIONAL SALES PROSPECTS FOR CDN

QUARTER: 4 SUPPORT TO EFFORTS OF CANADIAN SUPPLIERS IN
TRIAL ORDERS OF FOOD PRODUCTS WITH BARG
SUPERMARKETS.

SECOND ORDER (40K) BOOKED FOR SPICES AND SAUCE
PRODUCTS. 2-3 CONTAINER SHIPMENTS EXPECTED
ANNUALLY COVERING WIDE RANGE OF FOOD ITEMS.