

B. Domestic Market

Vegetable Oils & Fats

Animal fats make up less than 5% of total fats and oils consumption. Annual consumption of vegetable oil is 11.3 kgs per capita and is estimated to increase to 12.3 kgs by 1994. Total annual consumption of butter is about 80,000 MT, lard is zero and margarine is very little.

Iranians prefer hydrogenated shortenings at present but consumption of liquid vegetable oils is encouraged by the government and ORDC through awareness campaigns on TV and printed media. The response from the public is relatively slow because the prices of liquid vegetable oils are higher than those of hydrogenated products. In general, sunflower and corn oils are the favourite nation wide.

Other Oilseed Products for Direct Human Consumption

Granulated and powdered soyfood are being used in the salami, sausages and hamburger industries. Packed soyfood is also sold in supermarkets to be mixed with meat. Soy sauce and soybean drinks do not exist in this market.

Sunflower, sesame and ground nuts are sold commonly as dried edible seeds in confectioneries. Olive oil is used in salad dressing and fresh olives are widely consumed by Iranians.

Protein Meals

Size and breakdown of livestock industry is not available at this time. Soy meal is used in poultry industries, cotton seed meal for cattle and sunflowerseed meal for aquaculture. Hog production does not exist in Iran.

Canola is not known by the public at all. Production of rapeseed is very limited and is less than 400 MT per year, but recently is under research and development.

Industrial Usage of Vegetable Oils and Oilseed Products

Linseed oil is only used in paint industries.

C. Country Imports - Oilseeds, Vegetable Oils & Protein Meals

Total imports of crude oilseeds are about 600,000 MT per year. Major imports of crude oilseeds are handled by Governmental Trading Company (GTC), affiliated to the Ministry of Commerce. Private firms such as vegetable oil producers import non refined oil in smaller quantities for their own production. The Central Bank of Iran (CBI) imports vegetable oils in