



# **Export Opportunities in the Middle East**

Nicole Rogers  
Agriprocity

**@Agriprocity**

# Where?

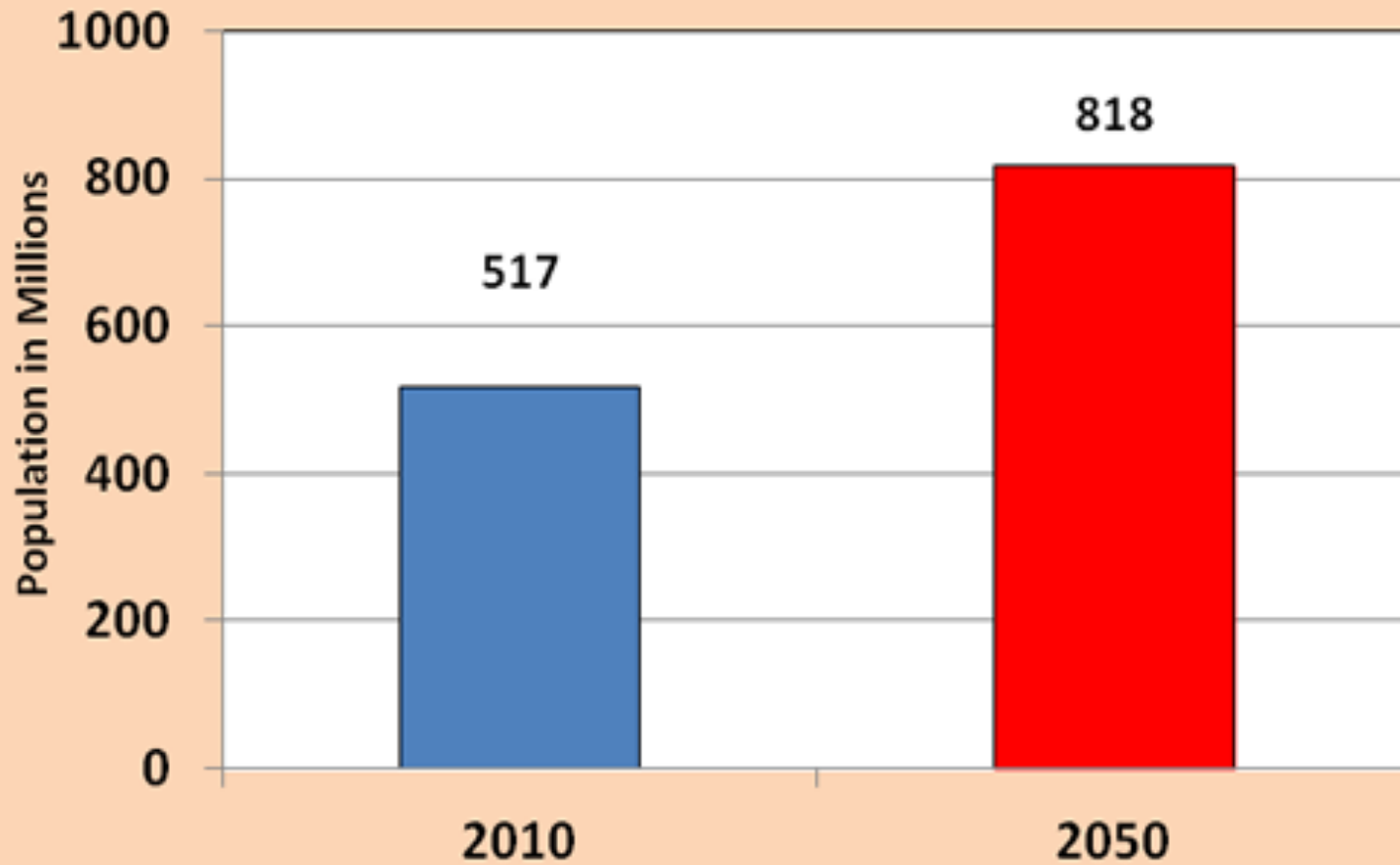


- Import dependent
- Growing population
- Logistical capabilities
- Advanced food processing

**Why?**



## Population Changes MENA Region 2010-2050





# Why Canada?

- Independent farms
- Market stability
- Production capabilities
- Reputation

- **Canola**
  - Biofuel
  - Animal nutrition
  - Human consumption
  - UAE dominated
  - Crushing 3200 m.t. daily



**What?**



# What cont'd

- **Wheat**
  - Hard Red Winter for breads
  - Hard Red Spring for specialty
  - Soft Red Winter for pastry
  - Hard White for flatbreads
  - Soft White for cakes
  - Durum for pasta

- **Barley**

- KSA imports 43% of global supply
- Animal nutrition
- Malting industry is limited

**What cont'd**





# What cont'd

- **Pulses**
  - Lentils, peas, chickpeas, beans
  - Processing & re-export
  - Production decline

	Wheat		Barley		Corn	
	Consump (m.t.)	Prod. (m.t)	Consump (m.t.)	Prod. (m.t)	Consump (m.t.)	Prod. (m.t)
Egypt	12.7m	7.9m	11.97m	2.0m	11.0m	7.0m
KSA	2.5m	0	7.61m	0	2.0m	0
UAE	784,000	0	900,500	0	300,000	0
Kuwait	400,000	0	800,000	0	250,000	0
Bahrain	250,000	0	0	0	100,000	0
Oman	850,000	0	750,000	0	150,000	0
Qatar	250,000	0	500,000	0	80,000	0
Syria	1.5m	1.5m	1.2m	1.2m	500,000	0
Lebanon	350,000	80,000	0	0	250,000	0
Jordan	400,000	250,000	650,000	250,000	250,000	0

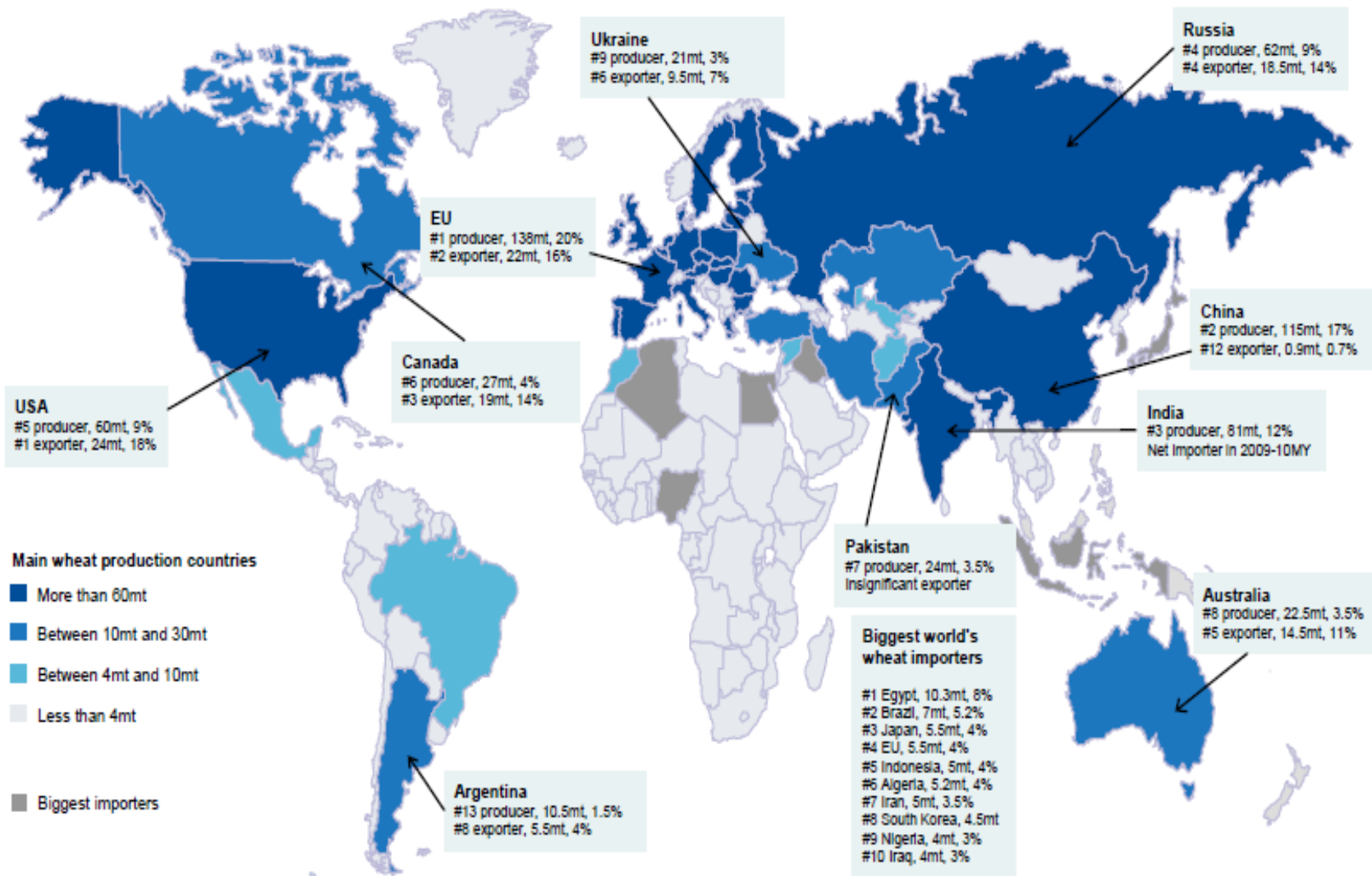
Importing Country	Wheat (Metric Tonnes)	Barley (Metric Tonnes)
KSA	4.0m	7.9m
Egypt	10.3m	0
Algeria	5,2m	100,000
Morocco	4.8m	300,000
Tunisia	1.5m	100,000
Iran	5.0m	900,000
Iraq	4.0m	0
Jordan	1.3m	400,000
UAE	700,000	900,000
Total	36.78m	10.6m
MENA Total	45.30m	12.48m

**@Agriprocity**



# Global Wheat Market

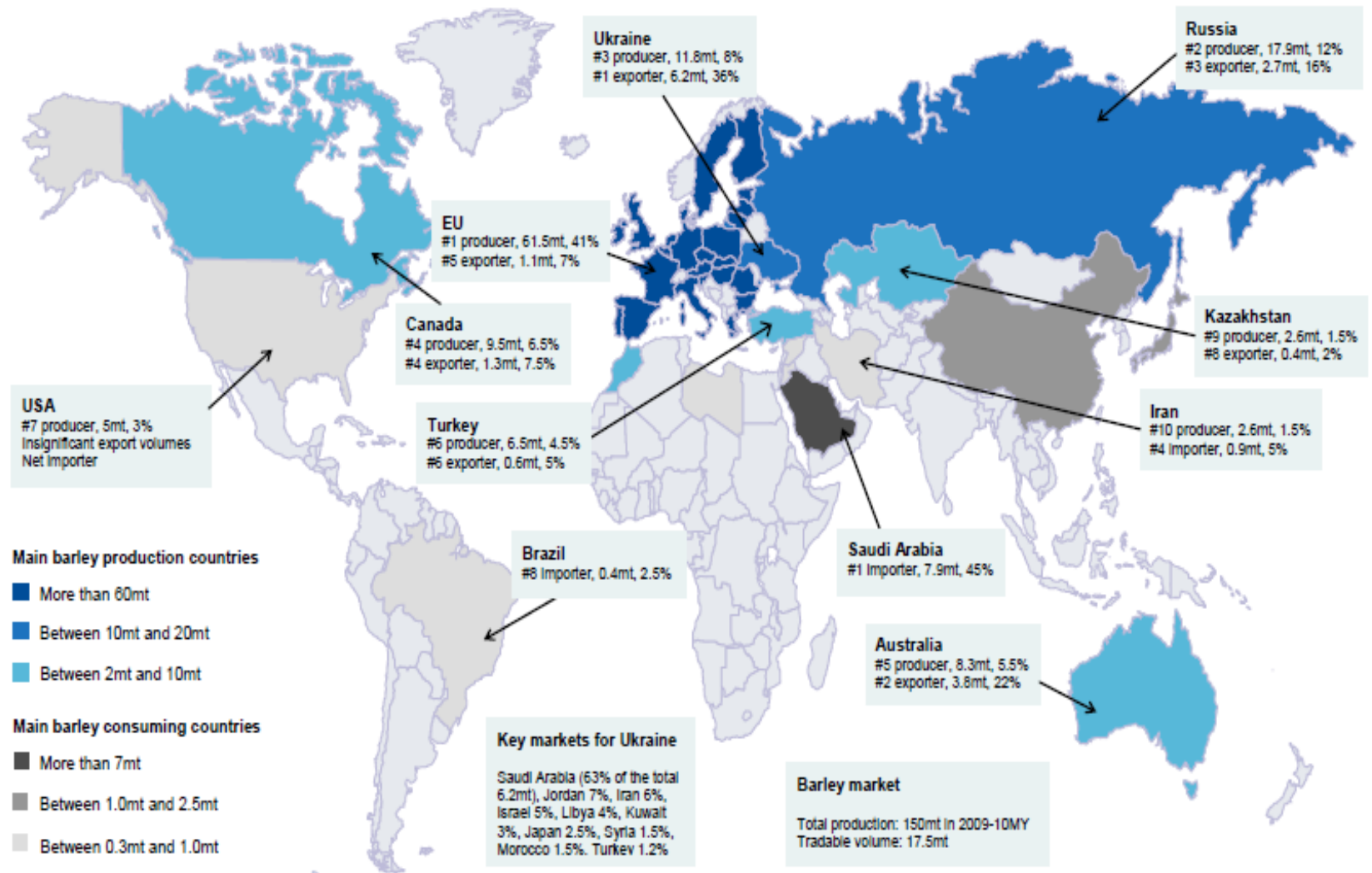
Chart 25. Key players of the global wheat market in the 2009/10 MY



Note: production, export and import figures display total volume followed by the share in global production/export/import  
Source: USDA

# Global Barley Market

Chart 27. Key players of the global barley market in the 2009/10 MY



Note: production, export and import figures display total volume followed by the share in global production/export/import  
Source: USDA

- Direct communication
- Reducing intermediaries
- Long-term partnerships
- Purposeful growing



**The Model**

**@Agriprocity**



# The Value

## For Farmers

- Long-term revenue
- Profit not price
- Forward planning

## **For Importers/Processors**

- Security of inputs
- Communication with farmers
- Future planning



**The Value**





**Thank You**

**agriprocity.com**

**@Agriprocity**

**nrogers@agriprocity.com**