

Voluntary Report – Voluntary - Public Distribution

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Report Name: FAS-Cairo hosts Agribusiness Mission for North Dakota Pulses Suppliers

Country: Egypt

Post: Cairo

Report Category: Agricultural Situation

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Report Highlights:

On February 23-24, 2020, FAS/Cairo along with the North Dakota Trade Office coordinated the visit of pulses suppliers to Egypt to market U.S. peas, lentils, chickpeas, and dry edible beans. The trade mission provided these North Dakota exporters the opportunity to make contacts, initiate sales, and build important relationships with Egyptian buyers.

On February 23-24, 2020, a trade delegation of pulses suppliers from the state of North Dakota visited Cairo for two days of meetings with prospective buyers. The delegation explored agribusiness opportunities in the Egyptian pulses sector. Three companies – JM Grain, Great Northern Agriculture, and Adams Family Farm – participated in the trade mission which was led by a representative from the North Dakota Trade Office. This is the second time this delegation visited Cairo for a trade mission, the last time being in 2016.



Over the course of the two days, FAS/Cairo facilitated meetings for the three companies with five potential buyers including a visit to a pulses warehouses and production facilities. This mission was important in order to provide a foundation for reinforcing relationships between U.S. exporters and Egyptian buyers as well as building new ones. The goal was to advance trade and position U.S. pulses to seize upon this growing sector in Egypt and increase market share in the years to come.

The United States' largest competitors in the Egyptian pulses market are Australia and Canada. Exports of U.S. pulses to Egypt hold a very small market share. U.S. pulses capture on average less than 1 percent of the market, reaching a total of \$237,000 in 2019. The most popular

pulses in Egypt are broad beans (aka fava beans) which is used to make a traditional dish called *ful* which is widely consumed in Egypt.

Attachments:

No Attachments.