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Manitoba MOU with Egypt on Canola 1999

Prepared by: Norval Francis

U.S. Embassy, Ottawa

Drafted by: Kathleen Wainio

Report Highlights:

The province of Manitoba has entered into an MOU with the Egyptian government to develop a market for canola products in Egypt. Egypt currently imports 80 percent of its edible oil but has not allowed canola into the country due to lack of consumer awareness.

Includes PSD changes: No
Includes Trade Matrix: No
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MANITOBA REACHES MOU ON CANOLA WITH EGYPT

On May 20, 1999, the Manitoba Government issued the following news release.
Begin text.

The Province of Manitoba has entered into a memorandum of understanding (MOU) with the Egyptian government to develop a market for canola products in Egypt and exchange information on canola, Industry, Trade and Tourism Minister Mervin C. Tweed and Agriculture Minister Harry J. Enns announced today.

As a result of a successful trade mission to Egypt in February, the ministers signed the MOU with the objective of making Canadian canola oil and meal accessible to the Egyptian market of 62 million people and establishing business relations with Egypt.

"This is the culmination of the efforts of a great many people, especially former industry, trade and tourism minister James Downey," Tweed said. "It is a great achievement for Manitoba business overall. Not only does this MOU open up trade opportunities for agri-business in the Middle East region, but it will also allow us to expand trade in numerous other industry sectors."

"This is a major breakthrough for canola producers," said Dale Adolphe, president of the Canola Council of Canada. "We're pleased that Egypt's minister of health has agreed to this MOU because it signifies their government now sees the health advantages of canola oil, which had previously been an issue for the past 12 years."

Egypt currently imports 80 per cent of its edible oil but has historically not allowed canola into the country due to lack of awareness on the part of consumers and medical professionals regarding the nutritional qualities of canola oil.

"There are many advantages in this understanding for Manitoba agriculture," said Enns. "The province is putting together a team of experts to provide service to the Egyptian government regarding soil analysis and appropriate crop development for their country. This significantly affects Manitoba's agricultural markets, as we are exporting not only products, but expertise as well."

The signed MOU between Manitoba and Egypt will see the development of a domestic market in Egypt for canola oil and meal as a substitute for existing imported oils and protein meals. An exchange of information and increased commercial trade between Manitoba and Egypt will be encouraged as well as the expansion of trade in many other industry sectors and other areas of the Middle East region.

The MOU was signed by Egypt's deputy premier, minister of agriculture and land reclamation, minister of health and population, and minister of trade and supply. Canada's Ambassador to Egypt Marie-Andree Beauchemin witnessed the agreement, which was signed Feb. 3. End Text.

Comment: In 1998, Egypt imported 924,000 metric tons of vegetable oil, largely palm oil (42%), sunflowerseed oil (30%), and soybean oil (19%). No canola oil was imported. Egyptian imports of meal in 1998 totaled 581,000 metric tons, of which over 90 percent was soybean meal.

