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Kuwait

Retail Food Sector Report

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Prepared by:

ATO: Ronald Verdonk
U.S. Consulate General

Drafted by:

ATO: Hovaguim Kizirian

Report Highlights:

Kuwait's food retail sector sales are estimated at US\$1.2 billion in 1998, of which an estimated 90 percent are imported products. Forty-three consumer cooperative societies account for about 70 percent of all food retail in the country. Two major privately owned retail firms, and a variety of grocery stores, wholesale market stores, convenience and specialized stores account for the balance. The cooperative stores and the major retail firms are continuously upgrading and expanding their outlets. The food retail sector is expected to grow 6-7 percent annually in the next 3 years.

Includes PSD changes: No
Includes Trade Matrix: No
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Dubai [TC1], KU

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I. MARKET SUMMARY

Kuwait, located in the north western part of the Arab Gulf, has a population of about 2.2 million. About

825,000, or just less than 40 percent of the population are Kuwaiti nationals, while expatriates, particularly from the Indian subcontinent and from other Arab countries account for the balance. Per capita income, estimated at \$22,700 in 1998, is among the highest in the Gulf region. Income distribution is not even, however, as expatriate unskilled labor and domestic help, who constitute a large part of the population, receive relatively low wages. An estimated 1.2 million can afford high value imported food products.

A hot arid climate, combined with lack of arable land and limited water supplies, severely hamper agricultural production. Local production consists mainly of seafood, dates and limited quantities of vegetables, poultry meat and eggs. Local food manufacturing, including wheat and feed grain milling, dairy and juice production, meat processing, soft drinks bottling and dry pulses canning depend almost fully on imported ingredients. Kuwait is thus dependent on imports for more than 90 percent of its food needs.

Forty-three consumer cooperative societies, organized on a district basis and supported by the government, account for just less than 70 percent of food retail market in Kuwait, estimated at \$1.2 billion in 1998. The above compares to a market shares of 7 percent for cooperatives in Bahrain; 40 percent in Qatar, 25 percent in the United Arab Emirates (UAE), and negligible in Oman. The reason for this is that consumer cooperatives have exclusive right to operate in residential areas in Kuwait, while private retail stores are restricted to commercial zones.

The predominance of consumer cooperatives is being increasingly challenged by privately owned supermarkets. The Sultan Center, a privately owned western style supermarket chain established in 1976, has now 8 branches in Kuwait and is expected to expand further. The City Center supermarket opened in early 1999 and is expected to expand further in the future. Similarly, long established regional chains are also expected to enter the Kuwaiti market in the near future. The competition from private supermarkets has prompted the cooperatives to upgrade their facilities and management methods. Many of the larger cooperatives now have state of the art stores and equipment and a few have employed European managers to help run the stores. Also, a few of the cooperatives have contracted private companies to run certain sections of the cooperatives, such as the fresh produce section. Trade sources estimate that the Sultan Center and the City Center account together for about 15 percent of the food retail market.

Trade sources report that there are also 30 privately owned class A and B grocery stores that account for about 4 percent of the market and 35 stores in the wholesale market that account for 6 percent of the market. In addition, trade sources report that there about 2,000 small grocery shops of less than 200 sq. ft., which account for about 4 percent of the market. Finally, about fifty stores in the fresh produce market account for the balance of 4 percent of food retail sales mainly in fresh produce, eggs and live poultry. (See Table 1 below for a profile of the food retail sector in Kuwait).

Table 1. Profile of the Kuwait Food Retail Sector - 1998/9

Retailer	Total Stores	Total Food Sales Million US\$	Market Share %	Hyper Market	Super Market	Super Stores	Grocery Stores	Convenience, Other Stores
Consumer Coop. Societies	43 Coops	845	70	1	21	21	270	
The Sultan Center	8	130	11	1		6		1 Warehouse Store
City Center	1	25	2	1				
Grocery Stores Class A&B	30	40	3				30	
"Baqalas" i.e. "Mom and Pop" Stores (Less than 200 sq.ft.)	1,800	50	4					1,800 Small grocery stores
Wholesale Market	35	70	6				35	
Other	100	50	4					100 Other
Total	2,017	1,210	100	3	21	27	335 (Including 270 Coop. operated)	1,800 Small groceries 1 Warehouse; 100 Other Stores

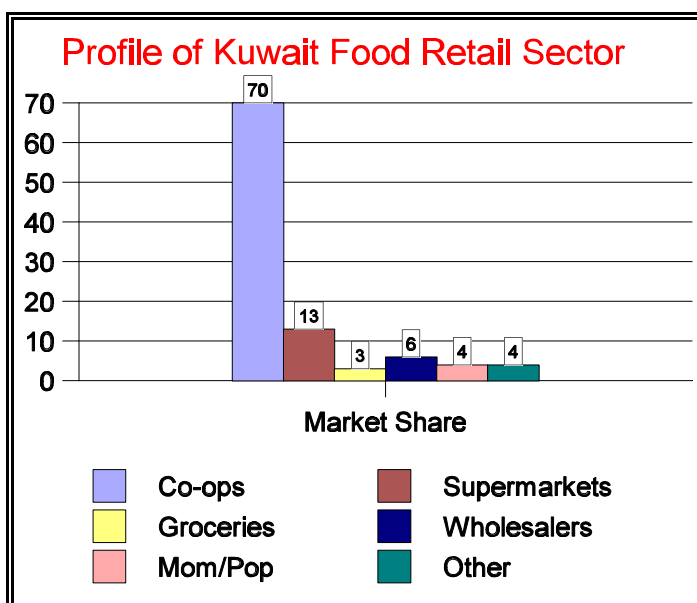
Source: Trade and ATO estimates.

Other notes:

1. Ownership of all retail outlets in Kuwait is local.
2. All the major retail outlets are located in Kuwait City or nearby.

3. A full list of consumer cooperative societies are included in Appendix 1. attached.
4. The Sultan Center owns/operates the only warehouse store in Kuwait. It also owns a superstore in Oman.
5. The Grocery, Convenience and Wholesale Market Stores are all independently owned and not part of any chains.
6. The other category includes specialized stores, such as fresh produce stores, bakeries, poultry and seafood stores.
7. See notes under Appendix 1 for definitions of different store categories.

The trend in food retailing in Kuwait is clearly and quickly moving towards larger, state of the art hypermarkets, with ample car parking and which offer an increasing number of services to its customers.



This is due to the convenience of shopping for most of the household requirements under one roof, ample parking, cleanliness, better service and other enticements to consumers such as raffles on cars, children's play areas, special promotions and others.

In the larger hypermarkets, it is customary to find a cafeteria, a bakery, a butcher's shop, one or more fast food outlet(s) with take out services, a candy shop/stand, a video/audio shop, a bank branch/ATM, dry cleaning, a perfumery, a photo shop, a flower shop, a dry nuts shop and a sweets shop. In some hypermarkets, key cutting, watch repair, an eye center, a gift shop, a courier service shop are also available.

The distribution channels have not changed significantly in the past years. There are a few hundred companies registered with the Ministry of Commerce as food importers, however, about fifty leading importers account for the bulk of food importing and distribution. Most of the imports arrive by sea through the ports of Shuwaikh in Kuwait City and Shuaiba, 30 kilometers south of Kuwait City. Imports from Saudi Arabia and other nearby countries such as Jordan, Lebanon and Syria are trucked over land, while smaller quantities of fresh produce and deli items from other destinations arrive by air through Kuwait International airport.

Consumer cooperatives in Kuwait, which handle just less than 70 percent of all food retail in the country do not import directly. Their umbrella organization, the Union of Consumer Cooperatives in Kuwait (Union) imports a limited number of mainly staple food products for sale through the cooperatives, including rice, honey, canned meat and seafood, and some canned vegetables.

However, over 95 percent of products sold in cooperatives are provided by food importer/ distributors. The Sultan Center, which is the largest privately owned supermarket chain imports and distributes a selected number of items, including canned products, fresh produce and deli items. It still depends on importer/distributors for the bulk of the products it retails. The other retailers depend exclusively on importer/distributors for all their food product sold.

Food processors, including in the milling industry, meat processing, dairy and juice manufacturing, vegetable oil packing, soft drinks bottling and pulse and vegetable canning industries import directly most of the ingredients they use and to a lesser extent purchase from local importers.

In sum, about 85-90 percent of food products retailed in Kuwait are imported by specialized importer/distributors and the balance is either imported directly or purchased locally. ATO Dubai's "American Food Directory" lists importers/distributors of American consumer ready food products in the five Gulf countries it covers. U.S. suppliers and local food importers may obtain a free copy of the directory from ATO Dubai.

Food retail sales in Kuwait have been increasing at the rate of 6-7 percent annually in the past five years. We expect this rate to persist in the coming years. Also, we expect more regional private supermarket chains to open branches in Kuwait. Finally, there are demands by the private food for the government to allow private supermarkets to operate in residential districts where cooperatives have exclusive rights to operate at present. However, in light of the present political climate in the country, this seems to be unlikely to be accepted in the very near term.

Table 2. Advantages and Challenges for U.S. Food Exporters in Kuwait

<i>Advantages</i>	<i>Challenges</i>
<i>Of the 2.2 million residents in Kuwait, about 1.2 million can afford high value food products</i>	<i>Lack of U.S. brand awareness by consumers</i>
<i>Kuwait's consumers view U.S. products as high quality and safe</i>	<i>Lack of knowledge of U.S. brands by importers and retailers</i>
<i>Kuwait relies on imports for about 95 percent of its food needs</i>	<i>Competition is intense from many cheap sources</i>
<i>Kuwait has zero duty on food product imports</i>	<i>Labeling regulations (P/E dates and Arabic labels/stickers) can be stringent</i>
<i>The growing retail industry is looking for new good quality imported products</i>	<i>Lack of importer and retailer knowledge in importing and merchandising U.S. products</i>
<i>Doing business with Kuwait is straightforward, communications are excellent, corruption is low</i>	<i>Also, initial shipments could be small</i>

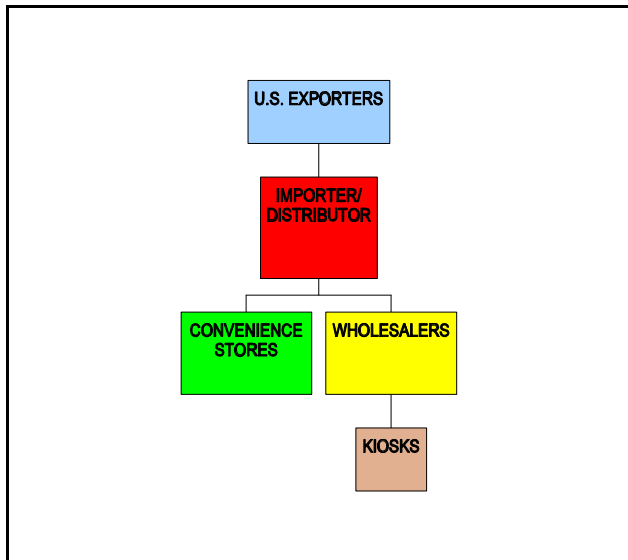
II. ROAD MAP FOR MARKET ENTRY

Entry Strategy for All Categories

1. Appoint a local agent/distributor in Kuwait to:

(1) ensure that your products are consistently and widely available in the market

- (2) supervise in-store promotions and sampling of your products
- (3) monitor competitor activities



Local agent/distributors handle 90-95 percent of all food imported and distributed in Kuwait. They are the key to the entry of your products to all categories of retail stores.

2. Exhibit at U.S. trade shows regularly attended by Kuwaiti and Gulf buyers, such as the FMI/U.S. Food Export Showcase in Chicago. Also, SIAL show in Paris and ANUGA show in Germany are largely attended by Kuwaiti and Gulf buyers.

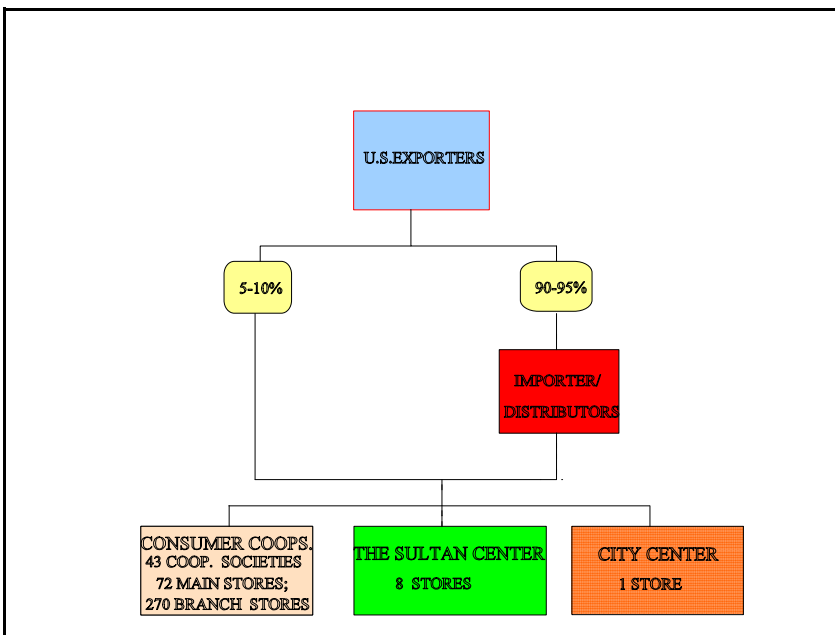
3. Exhibit at the U.S. pavilion at Gulf Food exhibition in Dubai, the Middle East’s largest food show. The next Gulf Food exhibition will be held in Dubai February 25-28, 2001.

4. Consider appointing a U.S. export agent or consolidator. Kuwaiti importers and supermarket chains often buy through an export agent or a consolidator.

Distribution Channels

A. Superstores, supermarkets, hypermarkets or super centers

These account for 83 percent of all food retail trade in Kuwait.



They import directly only an estimated 5-10 percent of their retail sales.

The balance of 90-95 percent of their sales are purchased from importer/agent/distributors.

Both retail chains as well as importer distributors sometimes prefer to buy through consolidators, as the overall market is small and a wide variety of products is needed.

B. Convenience stores, kiosks

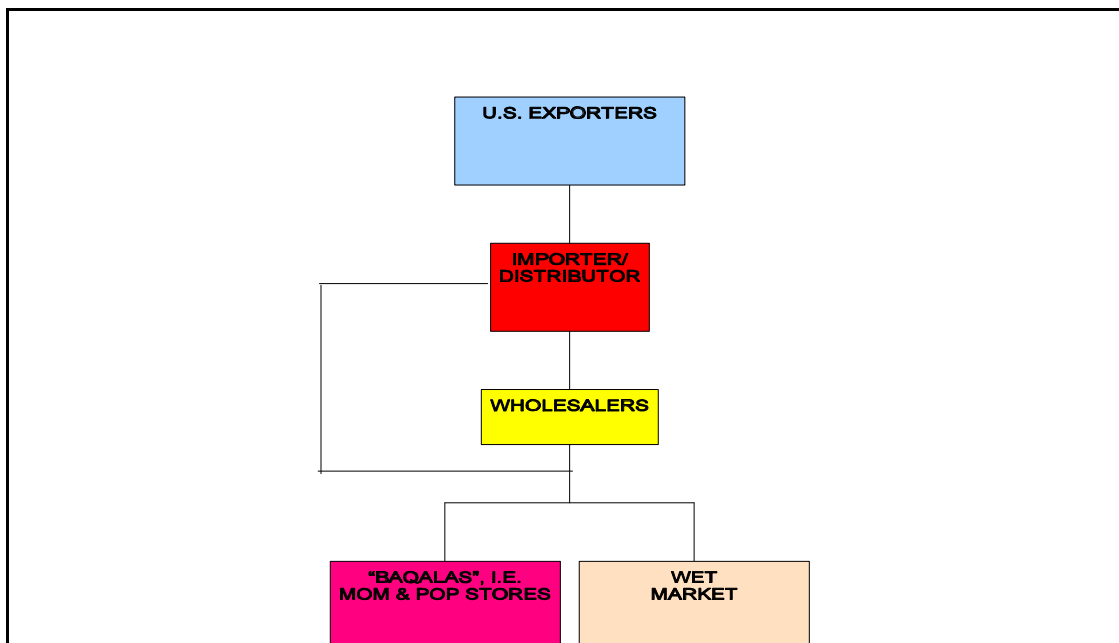
This sector accounts for about 9 percent

of the food retail market.

None of the convenience stores, groceries, or wholesalers import directly.

Their importing is done through importer/ agent/ distributors.

C. Traditional markets, "mom and pop" small independent grocery stores and wet markets



This sector accounts for the balance of 8 percent of the retail market.

It includes about 1,800 "Baqalas" or mom & pop shops of less than 200 sq. ft. as well as "wet shops" in the fresh produce market, etc.

These shops are supplied either directly by the importer/ agent/ distributors or through wholesalers who are in turn supplied by the importer/ distributors. None of these shops import directly.

III. COMPETITION

Kuwait depends on imports for as much as 95 percent of its food needs.

Local production consists mainly of seafood, dates, vegetables, poultry meat and eggs.

Local food processing consists mainly of wheat milling; soft drinks bottling; poultry and meat processing; dairy products, juice and snack foods manufacturing; vegetable oil packing, biscuits and bakery products manufacturing and canning of pulses and vegetables.

Virtually all food manufactured in Kuwait depends on imported ingredients.

U.S. food products are valued for their high quality. However, competition is intense from cheaper imports from other countries.

U.S. consumer ready food products that are highly competitive in the Kuwaiti market include: almonds; baby food preparations; black-eye, red kidney, great northern and black beans breakfast cereals; canned vegetables; canned fruits; carrots; coffee creamer; cold meat cuts; corn, soybean and sunflower-seed oils in bulk; fresh apples, iceberg lettuce, strawberries and off season stone fruits; frozen chicken parts; frozen fish filets; frozen juices; frozen pastry; grape leaves; health and diet foods; high quality beef; honey; hot sauces; ice cream; mayonnaise; Mexican foods; mustard and other condiments; parboiled rice; peanut butter; popcorn; powdered fruit drinks; raisins and other dried fruits; roasted coffee; roasted nuts; salad dressings; salt; shredded mozzarella; snack foods; sunflower seed nuts and vinegar.

See Appendix 2. For a table showing the import value of selected food product categories, U.S. market share and principal suppliers in CY 1997, the last year for which trade data is available.

IV. BEST PRODUCT PROSPECTS

A. Products in the market, which have good sales potential:

Almonds; baby food preparations; black-eye, red kidney, great northern and black beans breakfast cereals; canned vegetables; canned fruits; carrots; coffee creamer; cold meat cuts; corn, soybean and sunflower-seed oils in bulk; fresh apples, iceberg lettuce, strawberries and off season stone fruits; frozen chicken parts; frozen fish filets; frozen juices; frozen pastry; grape leaves; health and diet foods; high quality beef; honey; hot sauces; ice cream; mayonnaise; Mexican foods; mustard and other condiments; parboiled rice; peanut butter; popcorn; powdered fruit drinks; raisins and other dried fruits; roasted coffee; roasted nuts; salad dressings; salt; shredded mozzarella; snack foods; sunflower seed nuts and vinegar.

B. Products not present in significant quantities, but which have good sales potential:

Fresh eggs; frozen fish; canned fish; pasta products; preserved vegetables; fresh citrus fruits; fruit juices; spices; soups; jams and marmalades; yeast; baking powder; non-alcoholic beverages; powdered milk and cheeses.

C. Products not present because they face significant barriers:

Pork products; alcoholic beverages; products containing alcoholic beverages and non-alcoholic beer are prohibited in Kuwait for religious/cultural reasons. U.S. frozen whole chicken faces stiff competition from well organized Brazilian exports and subsidized exports from EU countries.

V. POST CONTACT AND FURTHER INFORMATION

A. Contact information

Agricultural Trade Office
U.S. Consulate General
Dubai World Trade Center
P.O. Box 9343
Dubai, U.A.E.
Tel: (971-4) 3314-063 and 3312-612
Fax: (971-4) 3314-998
E-mail: atodubai@emirates.net.ae

For more information on ATO Dubai and its activities, please visit its web site on the U.S. Embassy Abu Dhabi's home page on the following URL: <http://www.usembabu.gov.ae/atodubai.htm>

Also, for more information on USDA/FAS activities and its U.S. exporter assistance programs, please visit its home page at the following URL: <http://www.fas.usda.gov>

B. Kuwait's Food and Agricultural Import Regulations and Standards

Kuwait's latest food and agricultural import regulations and standards are listed in ATO Dubai's report KU 8004 dated November 30, 1998. This report may be perused on the USDA/FAS home page on the following URL: <http://www.fas.usda.gov/gainfiles/199812/25372947.pdf>

C. Other ATO Publications and Reports Concerning Kuwait

1. Publications

American Food Directory 1999. This annual publication lists the American food companies and franchises present in the five Gulf countries covered by ATO Dubai as well as their local distributors in each of these countries. A free copy will be provided to interested U.S. suppliers and local food importers by ATO Dubai.

2. Attache Reports

The following and other Attache reports of trade interest may be perused on the USDA/FAS home page on the following URL: <http://www.fas.usda.gov/scriptsw/attacherep/default.htm>

Exceptional Growth in U.S. Food Exports to the Gulf - Report TC 9012 dated April 7, 1999
Food Exporters' Guide - Report TC 9018 dated June 8, 1999
Kuwait Honey Market Brief - Report KU 9002 dated July 11, 1999

Kuwait Annual Poultry Meat Report - Report KU 9003 dated September 14, 1999
 GCC-5 Unified Export Strategy 1999 - Report TC 9030 dated September 22, 1999
 GCC-5 Food Industry Sector - Report TC 8001 dated March 4, 1998
 GCC-5 Food Retail Sector - Report TC 8011 dated June 21, 1998
 GCC-5 Ice Cream Production - Report TC 8018 dated July 22, 1998

Appendix 1. List of Consumer Co-operative Societies in Kuwait

No	Name of Co-op.	Year	Hyper	Super	Super	Grocery	Total
		Est.	market	store	market	store	Sales
							U.S.\$
1	Keifan Co-operative	1962		1		1	20,894,601
2	Al-Shamiyah & Shuwaikh	1962	1			7	50,179,079
3	Al-Dasmah & Bneid Al-Qar Co-op.	1964			1	2	26,751,630
4	Al-Fayha Co-op.	1966		1		3	27,543,399
5	Al-Qadisyah Co-op.	1967			1	2	26,548,564
6	Al-Sulaibikhat & Al-Doha Co-op.	1967			1	1	27,292,479
7	Al-Dayiah Co-op.	1968		1		3	18,081,515
8	Al-Khalidiah Co-op.	1968			1	3	16,931,884
9	Al-Rumeithyah Co-op.	1968			1		46,156,142
10	Al-Adeilyah Co-op.	1969			1		18,863,983
11	Al-Shaab Co-op.	1969		1		1	22,994,307
12	Al-Farwaniyah Co-op.	1969		1		3	36,934,383
13	Al-Rawdah & Hawalli Co-op.	1969		1		2	56,326,485
14	Kheitan Co-op.	1970		1		3	35,066,056
15	Al-Salmiyah Co-op.	1970		1		3	48,675,637
16	Dahiet Abdullah Al-Salem & Al-Mansouriyah Co-op.	1971			1	2	29,336,076
17	Al-Nuzha Co-op.	1972			1		10,650,505
18	Al-Jahraa Co-op.	1973			1	3	80,092,726
19	Al-Sharq Co-op.	1974			1		6,968,116
20	Al-Omariyah & AL-Rabiyah Co-op.	1974		1		1	20,903,620
21	Al-Sabahiyah & Al-Ahmadiyah Co-op.	1977		1		1	38,892,386
22	Al-Riqqah Co-op.	1977		1		1	23,096,957
23	Jleeb Al-Shyookh Co-op.	1978			1	3	21,528,789
24	Al-Fahaheel Co-op.	1978		1		3	27,956,142
25	Mishrif Co-op.	1981		1		3	36,597,102
26	Bayan Co-op.	1982			1	2	25,389,710
27	Al-Firdos Co-op.	1982			1	1	24,617,446

28	Al-Andalus & Al-Raqe'e Co-op.	1982			1	1	18,213,604
29	Al-Sulaibyah Co-op.	1982			1	1	21,040,257
30	Sabah Al-Salem Co-op.	1982		1		1	32,247,743
31	Al-Aridyah Co-op.	1983		1		1	27,633,307
32	Al-Jabiryah Co-op.	1984		1			25,426,558
33	Al-Yarmook Co-op.	1985		1		2	9,425,033
34	Al-Dhahr Co-op.	1985			1		15,154,634
35	Al-Fintas Co-op.	1984			1	4	13,904,574
36	Al-Surrah Co-op.	1986			1	1	18,960,634
37	Hadiyyah Co-op.	1987		1		1	8,923,271
38	Sabah Al-Nasser Co-op.	1989			1	3	7,984,343
39	Salwa Co-op.	1990			1	1	18,941,782
40	Qartabah Co-op.	1992			1		9,050,261
41	Jaber Al-Ali Co-op.	1992		1			15,142,815
42	Al-Qurain Co-op.	1993		1		1	53,497,736
43	Al-Rihab Co-op.	1994		1			7,340,871
Totals			1	21	21	71	1,128,157,142

Notes

Hypermarkets: 150,000 square feet area, typically devotes as much as 40 percent of space for groceries.

Superstore: At least 30,000 square feet, doing at least \$12 million annually

Supermarket: Full line grocery with annual sales of \$2 million or above

Grocery store: Any retail store selling dry grocery, canned goods, some non-food items and some perishables.

Appendix 2. Food and Agricultural Import of Kuwait in 1997

Agricultural Imports - Kuwait 1997
(in 1000s of US Dollars)

Commodity	Total	From	US	Principal Suppliers
-----	Imports	USA	Share	
1.Live Animals	98,934	0	0%	Australia, Jordan, Syria
2.Meat Ex. Poultry	32,762	1,951	6%	India,Ireland,Australia,USA
3.Offals & Meat Preparations	14,005	3,236	23%	Saudi Arabia, USA, Denmark
4.Poultry Meat	87,594	3,818	4%	Brazil,S.Arabia,France
5.Milk & Products	77,118	56	0%	Netherlands,Denmark,S.Arabia
6.Butter	8,084	129	2%	Denmark. France, Australia
7.Cheeses & Curd	48,753	1,432	3%	France, Denmark, Australia
8.Other Dairy Products	12,725	0	0%	S.Arabia, Turkey
9.Eggs	16,217 766	5%		S.Arabia, Netherlands, Lebanon
10.Fish & Fish Preparations	16,254	307	2%	Thailand,Pakistan,Philippines
11.Wheat	34,408	0	0%	Australia
12.Rice	74,766	597	1%	India, Pakistan
13.Barley	38,521	0	0%	Australia, France
14.Corn	16,639	0	0%	Argentina
15.Millet	137	0	0%	India,Turkey
16.Other Unmilled Cereals	173	0	0%	Iran, Australia
17.Cereals & Products	27,835	1,591	6%	S. Arabia, Germany,UK
18.Potatoes	8,808	0	0%	Lebanon, S. Arabia, Egypt
19.Beans,Lentils,Pulses	7,986	419	5%	India,Australia,Turkey,USA
20.Vegetables, Fr.Fz.Prsvd..	100,331	7,954	8%	India,Jordan,Iran,Syria
21.Fruits, Citrus	27,834	53	0%	Lebanon, Egypt, S.Africa
22.Fruits, Non-citrus	79,657	6,514	8%	S.Arabia,Philippines,India
23.Fruits Prep. or Prsvd.	3,378	783	23%	USA, Malaysia,Spain,Syria
24.Jams,Jellies,Marmalades	3,234	69	2%	Netherlands,Switzerland
25.Fruit Juices	16,685	307	2%	S.Arabia, India
26.Edible Nuts	9,347	3,337	36%	USA, Iran
27.Sugar & Molasses	27,058 73	0%		Germany, Netherlands
28.Natural Honey	2,731	696	25%	Australia, USA, S. Arabia
29.Confectionery	25,759	6,442	25%	UK, Spain, USA
30.Coffee,Tea,Cocoa,Mate	39,638	383	1%	UK,Sri Lanka,India,Spain
31.Spices,Condiments	9,736	178	2%	India,Pakistan, Guatemala
32.Feedstuffs	30,551	0	0%	S.Arabia, Netherlands
33.Oilseed Cakes and Meals	8,886	0	0%	India, Brazil
34.Pet Foods	1,617	340	21%	UK, USA
35.Misc.Food Preparations	84,480	12,366	15%	Ireland,USA,Egypt,UK
36.Beverages Non-Alcoholic	29,733	1,000	3%	UAE, S.Arabia, Netherlands
37.Beverages:Alcoholic	0	0	0%	Prohibited in Kuwait
38.Tobacco Leaf	2,465	0	0%	Egypt
39.Hides & Skins	0	0	0%	N/A

40.Oilseeds,Nuts & Kernels	3,037	320	11%	India, UAE, USA
41.Wood, Lumber & Cork	46,730	5,545	12%	Austria, Malaysia, USA
42.Cotton & Wool	280	0	0%	PRC,Pakistan
43.Salt	1,587	71	4%	Netherlands, S.Arabia, Iran
44.Horticultural Specialities	15,309	406	3%	Netherlands, S. Arabia
45.Animal Fats & Oils	0	0	0%	N/A
46.Vegoils Ex. Corn Oil	23,888	4,908	21%	USA, Malaysia, Spain
47.Corn Oil	19,205	6,802	35%	USA,S.Arabia,Singapore,UAE
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<u>Total Agric. Imports</u>	<u>1,234,878</u>	<u>72,848</u>	<u>6%</u>	

Source: Central Statistics Organization, Ministry of Planning, 1997 Foreign Trade Statistics Yearbook.