



## Exporters from Alberta's forage industry participate in a mission to Saudi Arabia and Jordan

An Alberta delegation exhibited at the Saudi Agriculture show in Riyadh, Saudi Arabia, in October 2017. The delegation included four companies representing Alberta's forage and forage-related equipment sector: Green Prairie International, Barr-Ag, Legal Alfalfa (represented by Huron Commodities) and Hunterwood Technologies. Alberta Agriculture and Forestry, Green Prairie International and Hunterwood Technologies also met with dairies, feed importers and representatives of the equine industry in Amman, Jordan.

Saudi Arabia is the largest economic centre in the Middle East and a strategic market for Alberta's forage industry. Saudi Arabia is home to some of the world's largest dairies and is the largest purchaser of animal feed in the region with a significant influence on the forage trade in the Middle East.

"This was the first time that Alberta participated in the Saudi Agriculture show," said Etienne van Straaten, Trade Relations Specialist, Alberta Agriculture and Forestry, Edmonton. "At the show, companies profiled their products, connected with current clients, generated business leads and networked with other industry players in the market.

"With forage and cereal crop production in the region being phased out due to water scarcity, demand for feed is expected to increase and Alberta is well-positioned to supply forages into this market," says van Straaten.

The delegation also travelled to Jordan and identified several potential opportunities to sell forages, feed supplements, agricultural equipment and more.



*Alberta exhibitor at Saudi Agriculture show*



*Roadside sales of camel feed near Riyadh*

The group visited the country's two largest dairies, as well as stakeholders in the equine industry. Alberta Agriculture and Forestry also met with representatives from the Ministry of Agriculture in Jordan.

Agriculture and Forestry supports Alberta agribusinesses research and explore market opportunities in the Middle East and around the world.

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Saudi Agriculture Show website:  
<http://saudi-agriculture.com/>



*Inspecting hay in Saudi Arabia*



*Enjoying Saudi hospitality*