



Exporters from Alberta’s forage industry participate in a mission to the United Arab Emirates and Oman

An Alberta delegation attended the Agra ME trade show in Dubai, United Arab Emirates (UAE) in April 2017. The delegation included four companies representing Alberta’s forage and forage-related equipment sector: Supreme International and Green Prairie International (exhibitors) as well as Hunterwood Technologies and Sweet Grass (show walkers). Alberta Agriculture and Forestry and an Alberta forage exporter also met with a number of dairies and feed importers in Muscat, Oman.



Alberta companies exhibiting at Agra ME

The UAE is a major economic centre in the Middle East and a strategic market for Alberta’s forage industry. It has a significant influence on the forage trade in the Gulf region as it re-exports to neighbouring countries.

“This was the third year that Alberta companies have participated in the Agra ME show, which has become a prominent platform to advocate for Alberta’s forage industry as it draws buyers from the Middle East and North Africa as well as from countries like Pakistan and Iran,” said Etienne van Straaten, Trade Relations Specialist, Alberta Agriculture and Forestry (AF), Edmonton.



Camel market near Dubai

"Agra ME is vital to our business strategy and a key venue where we can continue to enhance our market credibility and to showcase our made-in-Alberta equipment," says David Savage from Hunterwood Technologies. "Continued participation in Agra ME is beneficial to our company as we further develop and nurture business relationships in the Middle East North Africa region."



Feed for a dairy in Al Ain

“With the phasing out of forage and cereal crop production in the region due to water scarcity, demand for feed is going to increase and Alberta is well-positioned to supply forages into this market,” says van Straaten. “When looking at exporting to the region, hay buyers prefer the hay to be green in colour.”

Alberta also accessed the market in Oman for the first time and identified several potential opportunities to sell forage products into this market as well as feed supplements, agricultural equipment, and much more.”

Highlights of the mission include a high-level meeting with the Omani Ministry for Agriculture and Fisheries, visits to feed mills in Oman and the UAE and a meeting with the developers of a new dairy project in Oman.

Alberta Agriculture and Forestry will continue to engage the forage industry in Alberta to identify potentially suitable opportunities for future forage-related missions to the Middle East region.

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