

FOOD EXPORT STRATEGY STUDY

Prepared by: STEM-VCR

May, 2006

Executive Summary

The objective of this report is to provide market-oriented recommendations concerning which markets and products categories should be given priority in Egypt to develop a strong, competitive and job-creating export sector.

Today's Egypt has achieved significant differences compared to the past tradition. Reforms are more aggressive than ever, government and business are more transparent, and the country – finally open to international competition – is dynamically integrated into the global economy.

The Egyptian Food Processing Industry has tripled its export sales between 2002 (\$160million) and 2005 (\$500 million); it is undoubtedly a remarkable result, even considering the Egyptian Pound devaluation that has taken place in 2003.

In a new drive for global integration Egypt has achieved significant results in lowering protection and raising quality standard, also important trade agreements have been signed securing better access to the US market, EU25, GCC, GAFTA and COMESA for the Egyptian products.

But, of course, market access alone does not deliver growth. The most favourable trade agreement, and the strongest export commitment, will fail in the face of uncompetitive products or a weak country “export positioning”.

Competition has stiffened significantly over the last decade:

- The EU25 market, due to little demographic increase, registers little or no growth at all in most of its imports.
- Mexico and Chile – but also the Asian countries – are more aggressive than ever in the affluent American market.
- New competitors, like Turkey, China, and Brazil have emerged; global customers all over the world are more demanding and selective than ever, few big Food companies and Retail chains increasingly control the market.

Egypt is at a turning point: what has guaranteed its significant export increase so far may not be able to deliver significant growth in the future; the underlying forces behind the current positive export trend – devaluation and opening of the economy – have probably already entered the phase of diminishing returns, but there still seems to be many opportunities for growth.

The entire study has been built on a competitive driven approach. The Global context and perspectives and the Local assessment (chapters 2 and 3) offer an understanding of how Egypt has jumped into the global economy for processed food.

The selected sectors have been Mediterranean products (olive oil, table olives, tomato derivatives), dairy products (cheese and curds), dried vegetables, frozen vegetables and fruit, juices and pulps, spices and herbs, canned vegetables and dried fruits.

These sectors have fairly different relative weights and maturity in this strategic development.

It is suggested that the actual general move of the country towards efficient liberal economy is strong nonetheless export growth may be not sustainable in the long term.

In order to sustain export some weaknesses should be urgently addressed and big challenges and bold decisions are required to take full advantages of the opportunities outlined in this study:

- Egypt needs to reconsider its geographical export focus: our market analysis clearly shows that the best opportunity is probably in the GCC Countries and Russia + Ex Soviet Republics rather than simply, as overwhelmingly assumed, in EU25 and USA. In particular, the opportunities in the USA market are far from clear.
- Egypt urgently needs an industry – we call it a “blockbuster” – with high volumes export potential, currently has none. Experience shows that no country has ever achieved strong export results without such a driver – pistachios for Iran, wine for Italy, dates for Tunisia. This study shows how olive oil could be a strong, well-fit candidate for Egypt.
- Egypt should target labour intensive product-crop such as frozen strawberries, tomato derivatives, artichokes (frozen and canned), dried vegetables, dried fruit which are more and more pushed out of Europe because of high labour costs: it is a unique opportunity for a low labour cost country as Egypt, now with a competitive (but stable) currency quotation/exchange rate vs. Euro and the US dollar.
- Export of brands, generated by brand-oriented multinationals is also gaining importance. To attract these multinationals and to make them prosper – making Egypt the MENA regional hub in some industry – is imperative. Special incentives to attract new FDI are the key, along with the consolidation of a strong business- friendly environment.
- Finally, strong position with dominant market shares in some markets (Tunisia in dates, Turkey in dry fruits for example) should be attacked; there are real chances of obtaining market shares gains.

With such appropriate focus and investment, Egypt could realistically gain - in our opinion - a leading position in fast growing countries like GCC and Russia-Ex Soviet Republics, consolidate its share in mature markets such as EU, and USA, further expand itself in MENA and set profitable positions in Russia, Oceania, Asia.

It would add \$2000 millions to its current export in 5 years, and successfully targeting mature markets through strategic alliances and olive oil adding another \$2000 within 7-8 years.

Key actions in this globalised economy are the compliance to international standards, the full reliability and reactivity as a supplier country, a competitive logistic and banking system, and above all the presence on target rich markets thanks to strategic alliances (EU – Italy is a candidate), to a dynamic Export Promotion Agency (with specialized human resources on the field and registration of few Egyptian indigenous specialties), and a fairly attractive FDI policy to stimulate relocation of industries in Egypt hub to make them profit from highly educated management and competitive rural & industrial labour cost. Intensive redesign of Egypt’s reserve of new lands is also a strategic issue.

Chapter 2 is a focused understanding of the Global context and perspectives of the processed food industry. The main recent changes are described for the demand and supply sides and for the global trade and regulatory environment.

Demand, influenced by social and demographic changes, has been changing for the last twenty years in the direction of a “snack society”. Food consumption changes with a trend for home meal replacement and its parallel home convenience food. Consumer’s attention to organic and nutraceutical food develops. Both directions are favouring the highly skilled processed food companies, the marketing and research / innovation oriented companies. Consequences of such demand change for Egyptian crops are limited in volume but important in terms of reliability. Long-term investments are the key to gain the confidence of markets for specialty crops.

The supply side is changing quickly favouring of those countries that have a reserve of new arable lands (Brazil and Argentina). In this respect, Egypt possesses the greatest availability of lands in its relevant area together with long-term low labour cost. Also the maritime transportation sector is looking for economy of scale. Egypt is participating actively to this economy as it improves its ports and logistics.

Capturing exports flow formerly subsidized (i.e. shifts in production) means long-term competitiveness and ability to gain in domestic market flows at the expense of domestic

agricultural production. Egypt, like its main benchmarked competitors (Morocco, Tunisia, Turkey) performs well in horticulture and water management improvement. Agri crops shifts of production are more a matter for South America and South Russia / Ukraine. The potential shift for dairy products (cheese) worked out from local production is important. Other animal foods are really subject to a policy of risk management fairly difficult to challenge, as once more proven with avian influenza and bovine FMD. Egypt involvement in such risk management is however important for its own importing companies who deliver to domestic and export markets. Egypt fruit juices industry is facing the adverse effects of this consolidation, in spite of a distinguished taste. Egypt is not yet a partner supplier of International branded high quality juices, nor a contract supplier or co-packer in the main segment.

Participation of Egypt in the global value chain (global distribution) has started and offers new opportunities for EFPI, e.g. CARREFOUR involvement in Egypt is showing results. Relocation of industries goes together with increased incomes in the domestic market and its size. Egypt's investment interest profile for the FPI is a key to the relocation of migrating food industries and geographical expansion.

Global trade environment is highly influenced by the EU common agricultural policy. Although the DOHA cycle has main difficulties to achieve its cycle with results, 2013 is a clear date for being prepared to flow into the EU. Main Trade agreements are now running and bilateral agreements may better balance and help concentrating on developing specific solutions for improved logistic (cost decrease).

Global regulatory environment has emphasized for the last few years the importance of total quality and information system proving the reliability of the business. Processing companies do need more service in the field of information system and technology to participate to the global trade.

Chapter 3 reflects and analyses the performance of the EFPI and understands which progress and positive changes have been achieved in the recent period, capitalizing on the former Food sector study and focusing on recent changes and developments.

Chapter 3 covers: Economic context 05, EFPI Overview, Compliance to technical export requirements (quality and food safety), - Trade performance, Export by sub-sector, Exports by region/markets, Main export companies, Marketing strategies, Government bodies and NGO's involved in EFPI, Export incentive programs, Impediments to FDI in food sector, Demand and supply side factors affecting EFPI, including access to western markets, distribution, availability of land, agricultural output, packaging, logistics, technical support, access to finance, productivity, Trade agreements, Customs, Conclusions, Performance, SWOT, Competitiveness drivers and sustainability.

Egypt is currently achieving a fair post devaluation performance and its currency has started to regain strength vs the USD. However, Egypt deserves a higher annual GDP growth when compared to its main Mediterranean competitors, inviting EFPI to increase efforts.

To achieve its main changes EFPI has embarked: stronger and bigger companies, a few more multinational involved in domestic market and major export business, diversification and investments in underdeveloped crop processing (i.e. tomato and olives) associated with tackling the crop technology improvement and quality harvesting and first processing, sectoral concentration and higher volume of investment. Compliance with technical export quality requirements is underway but it suffers from an ancient poor image.

Recent trade performance (\$460 million in 2005 from \$221 in 2003) confirms recovery and expansion in the close region: GCC and MENA with some achievements in Comesa - these are the three major buyers of the EFPI. Eight countries buy 60% of products, Libya and Saudi Arabia respectively 14.7% and 14.5%. However dried onions commodity is bought by the EU, which also represents a strong buyer of frozen artichokes. Dried onions are also increasing sales to Russia and Japan. The USA remains an ethnic market. The IRAQ business strong recovery offers good opportunities.

Marketing strategies and methods rely a lot on participation to international exhibitions; some use of modern communication towards the consumer is achieved, but the number and quality of marketing partners do not change much. Expolink plays the major role in these directions although some export champions play alone (processed food and fresh vegetables).

The role of business associations has increased: the main one is FEC who is also in charge of distributing the 8% of export support. IMC and EXPOLINK are heavy supporters of the changes.

The organization of Government for legal and regulatory environment is schematically undertaken. Unified Food Law and Unified Food Authority should come to reality and offer stronger reliability to the business both for import and export flows.

The GOE has introduced in 2003 an 8% tax rebate on FOB cost as export support. Managed by the FEC, it concerned 2.8 billion LE exports in 2005; first beneficiary is the dairy sector (32% of allocation), then vegetables preparations 17.2%, confectionery 15.8% and frozen vegetables 14.1% (total of four sub-sectors 78.9%). This allocation also helps a few low margin high investment commodity sector to better set their position (dried onions). The number of beneficiaries has doubled in 3 years time. Capacity building funds and export guarantee systems are developing.

The challenges faced by the food sector are several, including raw materials supply, packaging, infrastructure, local regulatory environment, product quality, retail sector, food safety requirements, TBT, and structural impediments such as an underdeveloped retail sector in Egypt and weak cold chain logistics. These are main obstacles and potential costs for investors.

Egypt needs to show that it is an investor-friendly market, by simplifying the procedures of setting up companies, adopt international accounting measures, transparency, correcting weakness in its juridical system - especially affecting bad cheques cases - curbing unpredictable municipal level decisions affecting investors and activating trade mark protection and intellectual property laws. This would favour the entrepreneurial behaviour dedicated to find solutions for increased growth and development.

The compliance with export requirements in product quality, food safety, packaging and labelling requirements is a necessity for market entrance to many markets in the world, especially USA, EU, Australia and soon the Gulf.

The development of the Globalised Distribution industry is also on the move in Egypt: in the long run this offer will change the customer selections of products; opportunities will be offered to contract annual higher volumes at lower prices to the EFPI and also to answer to the innovative demand of these distribution chains.

The supply side factors within Egypt reflect the trend: the land is available and its price is increasing to high world values. Big companies have acquired the know-how to start and manage competitively big plots (> 500 feddans). They are excellent vehicles of progress and new technologies. They ask for specific allocations related to their export markets.

Water resource and its management have a good potential in Egypt and many projects have resulted in improved efficiency of the resource.

The import supply chain for further processing into exportable products has been increasing in parallel with the tax reduction, especially for all commodities (edible oil, frozen beef, beans, etc.): Egypt plays an important role for its closest MENA customers (Libya, Sudan).

Although improving, the packaging supply still lacks a few capacities, especially in the glass sector. Related to packaging improvement, it is observed that bar coding practices have strongly developed and concern now <600 processing units. Information technology and efficient management of costs and logistic will be in the next decade a strong help to the EFPI.

The shipping situation from Egyptian seaports to EU (and USA) has improved over the past 3 years mainly due to "Green Corridor project" with Italy. However, shipping to GCC ports and Comesa may remain difficult where the shipping rates for Reefer containers can be as high as 7500 USD to East Africa. Competitiveness in close region customer is a must to gain against EU exports that have huge efficient facilities and comparatively reduced costs.

Access to finance did not show any major change for the last two years. Lending rates are high (>12%) compared to the low profit margins of the food sector. Quite a few stakes in the EFPI have been taken by Arab finance, helping to solve a liquidity problem. Many donors also are active, of which IMC with the HORUS program.

Egypt is due to productivity progress at a macro economic scale; at micro scale, companies often have found their way by integrating their raw supply chain. Integrating the reliability process is yet a long process that country infrastructure is not proven to contribute to from farms to ports with reduction of all losses.

Egypt trade environment of the FPI has considerably changed towards free circulation, especially in the close region GCC MENA. Main WTO and EU negotiations are still pending. The USA offers the QIZ operations that do not much concern typical Egyptian food.

Egypt Food Processing Industry has entered free competition, and is competing. It has more strengths than weaknesses. There is also an obvious need to improve global competitiveness; cost of doing nothing would be expensive. The team has identified four major threats:

- no acceleration in competitiveness improvement
- slow improvement of port fees and clearance.
- no investments in competitive infrastructure to the GCC (to get additional market share)
- no strengthening for compliance with global supply chain efficiency (traceability, information system)

Sustainability of the export growth is questioned since acceleration is needed.

Chapter 4 first session is a detailed analysis of the export opportunities for Egypt in terms of geographic areas and product categories.

Geographically, the greatest potential seems to be in the GCC countries where the population is set to more than double in less than forty years and where there is virtually no more land available to cultivate.

Egypt could realistically position itself as a strategic supplier of fresh vegetables and fruit to the GCC (conservatively a market of almost \$2 billion in 2005) and also to reinforce its strong position in the area as a leading supplier of cheese and curds (especially processed cheese) and frozen vegetables (in particular there is great demand and fast growth for frozen chips in the region).

The young and gradually more affluent GCC young population looks also extremely "brand oriented" and very opened to product innovation and differentiation. It is undoubtedly a great opportunity should Egypt succeed in consolidating its position as a regional hub of marketing oriented multinationals as it has already happened for cheese, for fast food catering and partially for confectionery.

Thanks to its huge domestic market and its political stability, Egypt seems to be able to attract more and more FDI (Foreign Direct Investment) especially from Europe where lack of growth obliges Food Company to look for faster growing markets in Asia and in the Middle East.

To attract marketing oriented multinationals is vital, since these multinational generate exports with their powerful global brands usually manufactured in few regional hubs.

In spite of the actual unstable situation the import potential of a country like Iraq also shouldn't be neglected, Iraq currently imports in basic food well above \$2 billion/year, an amount likely to reach \$8 billion in the medium-term enhanced by booming population and oil revenues.

EU25 occupies the second position as a potential area for the Egyptian export. There are many clear opportunities:

- The opening of protected Industries such as Tomato derivatives (EU25 farmers are currently subsidized with an heavy €35/tons) and Olive oil – currently protected by a tariff of €1/liter for import from countries outside the EU25 – paves the way for a possible Egyptian entry in two important markets characterized by high volumes. In particular Olive oil seems highly attractive to Egypt (although capital intensive) since the demand is growing fast pushed by higher consumption in USA, China and India. Also Spain, the world leader in olive oil, drastically reduced its cultivated area and Italy (the n^o 2 in the market) heavily depends on imports from Spain and other Mediterranean countries (Turkey, Syria, Tunisia) because of its insufficient production and low competitiveness.
- Concerning tomato derivatives, they are undoubtedly a very important market in volumes (peeled tomatoes, tomato paste) but are also extremely competitive with countries like Spain and China very aggressive in the market and with high level of productivity and cost competitiveness.
- Europe is also becoming less and less competitive and increasingly dependent on imports in “labour intensive crops” such as Artichokes, Asparagus, Olives, Tomatoes, dried tomatoes, strawberries, dried figs and apricots, raisin, raspberries and syrup fruit. Morocco and Turkey have displaced traditional producers as Spain, Greece, Italy and Portugal, but also Egypt could play an important role with its low cost labour, provided that logistic costs are lowered and product specification matched.
- Egypt should carefully look at Italy, a country with a strong export in many typical Mediterranean products but struggling to maintain its cost competitiveness because of the exchange rate (following the Euro adoption) and high labour cost coupled with low modernization and mechanization. Egypt could become an important privileged Italian partner guaranteeing a highly needed cost competitive supply.

On the contrary, the USA opportunity looks far from clear and its potential blurry. The USA are in fact a competitive producer of agricultural commodities and also have traditional – and commercial – links with Mexico and Chile, two competitive countries in costs and quality and operating under the NAFTA trade agreement with low or no tariffs. Most of the successful Mediterranean exports to USA have strong marketing support and required high investment to consolidate a market position as it happened for the Italian tomatoes or olive oil, or the Spanish olives. Few Mediterranean countries have achieved significant results in the USA even in presence of favourable trade agreement (as Morocco for instance). The best short-term opportunity for Egypt in USA seems to be in dried vegetables (a market of 270,000 tons) where the Californian Company is getting uncompetitive because of growing labour costs and high-energy costs. Also canned artichokes and spices and herbs (to a lesser extent) seem a promising market for the Egyptian export, provided that a more aggressive commercial approach is adopted.

Finally Egypt should also intensify its links – and efforts – with Russia and some of the ex Soviet Republics where demand for the Mediterranean products and fresh fruit and vegetables (but also jams, and dried fruits) is growing and competition limited mainly to Turkey and Israel.

The second session of Chapter 4 covers the competitiveness of Egypt and other countries in terms of FDI attraction in the processed food industry.

Egypt looks relatively well positioned in the Middle East and MENA region, especially with European investors. The greatest assets of Egypt are undoubtedly its domestic market size (unmatched by GCC, Tunisia, Israel, Jordan) and its potential growth. European Food Company increasingly prize growth opportunities having to cope with sluggish demand in Europe. In order to further boost its attractiveness, Egypt should anyway strengthen its infrastructure (energy, ports, transportation, telecommunications, water are currently the main concerns to investors) and consolidate its macroeconomic and political environment guaranteeing a friendly and stable business environment. To European investors (although American seems less positive) Egypt looks definitively a strong candidate to FDI probably with a better assessment and potential of most of its direct competitors:

As a matter of fact, Turkey is perceived as prone to high inflation, bureaucracy ridden, with inconsistent taxation and a saturated market with low profitability and investment “pay back.”

UAE and Saudi Arabia, in spite of generous incentives and favourable corporate tax, are increasingly perceived as venues with “difficult social environment and labour work regulation” more suitable as hubs for services than for manufacture.

Chapter 5 is about positioning: it analyses strengths and weaknesses and the strategy of all the major Egypt's actual and potential relevant competitors.

The underlying assumption is that any country needs a well focused unique positioning to succeed in the global highly competitive export market. It implies that Egypt should as well carefully analyse which positioning have not been pre-empted by competitors and where and with whom there is a reasonable chance of success.

Spain is probably the most fearsome competitor: is the leading supplier of fresh fruit and vegetable to the EU25, the world leader and exporter of olive oil and table olives, a significant player in wines, sugar confectionery and tomato derivatives. Spain is also a modern “mechanized” agricultural producer, probably the most competitive in Europe and one of the top five in the world, but nevertheless is not immune to raising labour costs, and therefore partially vulnerable in labour intensive crops where mechanization is not currently adopted or possible.

Morocco looks exclusively as an important – but not leading – supplier of fresh fruit and vegetables to the EU25 (and Russia) but its position as a processed food exporter is weak in all but canned fish. Morocco is also suffering from raising labour costs (minimum wage) and currency appreciation, both factors making it vulnerable to Egyptian competition. Morocco greatest advantage lays on logistic (its costs to reach EU25 are at least 25% lower than Egypt). Any Egyptian strategy targeting an attack to Moroccan exports should therefore contemplate improvements in logistics and transportation costs.

Tunisia is very dependent on dates (almost a share of 50% in EU25) and olive oil, but at the same time a very effective country at the moment to negotiate quotas and “preferential treatment” with the European Commission. Egypt, in our view, could successfully attack the main Tunisian exports (dates and olive oil) and adopt, as the Tunisian do, a more demanding approach with the EU Commission in terms of quotas.

Israel and Jordan, in spite of their proximity to Egypt should not be considered as direct competitors: Israel specializes on niche added value crops (due to the scarcity of lands and water), Jordan, in spite of focus (cucumber and tomatoes) and productivity, has anyway limited available quality land.

Iran and Syria have probably more weaknesses than strengths and both look increasingly isolated and ridden with bureaucracy hampering their export efforts. Iran relies heavily on pistachios (almost \$700 million export) but is also strong in raisin and tomato paste. Syria competes with Egypt in herbs and spices (with a strong position in USA) and shows interesting export shares in olive oil (but very erratic in quantity and quality).

Turkey is by and far a success story, probably the strongest potential competitor of Egypt along with Spain. Turkey has a differentiated and competitive export ranging from dried fruits, olive oil, fresh fruit and vegetable but is also strong in processed food categories such as bakery, snacks, juices, jams, processed fruit and vegetables (pickles), sugar confectionery. Turkey has successfully built part of its relevant export in Russia, ex Soviet Union, Iraq and Central Asia where competition is lower than in EU25. Turkey is a competitor to be respected due to its- state-of-art technology and know-how in processed food and packaging and because of the strengths of some “national” food conglomerate very aggressive in investments and modernization of the production facilities.

Italy probably represents more of an opportunity than a threat for Egypt: the country is still a great exporter and consumer of olives, cheese, tomatoes derivatives, dried fruit, artichokes, strawberries but is getting uncompetitive in costs. Egypt, traditionally a country with strong commercial links with Italy, could become a source of competitive raw materials for the Italian “branded” export Mediterranean products (olive oil, tomato derivative, mozzarella cheese, pickles,

just to mention a few). It looks like a strategic possible movement for Egypt, also taking into account Morocco strong links with Spain and France and the alliance of Turkey with Germany.

Chile is also covered in the study as an example of successful export agency promotion: PROCHILE. First of all PROCHILE is an agency deeply customer oriented with strong presence in all the export markets with professional and dedicated staff, second PROCHILE probably attracts some of the best managers in the country for its recognized prestige.

The final session of Chapter 5 is dedicated to Egypt's SWOT analysis while Chapter 6 outlines the recommended strategy for Egypt

Country	DRIVERS TO GROWTH		
GROWING COUNTRIES (GCC-Russia- Ex Soviet Republics)			
G.C.C 6	GCC Demographic growth, from 36 million in 2005 to 75 million (conservatively) in 2005. Russia and Ex Soviet Republics Per capita income increase and increase in fresh and fruit vegetables consumption.	GCC Scarcity of land available for crops. Almost good quality land is already cultivated. Almost \$2 billion of Fresh Vegetables \$ Fruit are currently imported	GCC Brand oriented young consumers, sensitive to marketing.
Key sectors	<ul style="list-style-type: none"> ■ Fresh Fruit & Vegetables ■ Processed Cheese ■ Confectionery ■ Frozen Vegetables ■ Dried Fruits ■ Herbs & Spices ■ Olives 		Export Potential \$400 million
Russia Ex Soviet Republics	<ul style="list-style-type: none"> ■ Fresh Fruit & Vegetables ■ Dried Vegetables ■ Vegetables ■ Herbs & Spices ■ Olives ■ Jams 		Export Potential \$250 million
PROXIMITY MARKETS (Iraq, Libya, Sudan, Ethiopia)			
Iraq, Libya, Sudan, Ethiopia	Lack of processed food industry, lack of competitiveness (Iraq \$3	Competitive advantage in Logistics	Existing Market Linkages

	Billion in 2005).		
Key sectors	■ Processed Cheese ■ Confectionery ■ Frozen Potatoes ■ Dried Fruits ■ Jams ■ Pulp & Juices		Export Potential \$150 million
MATURE MARKETS (EU25-USA)			
EU25	Opening of protected Industries	Tomatoes: current subsidy to EU farmer's €35/ton.	Olive oil: tariff of €1/liter for imports from outside EU25 countries.
EU25	Labor intensive crops relocation	Artichokes (frozen and canned), Asparagus, Olives, Peeled tomatoes, Tomato paste, Frozen Strawberries, Raisin, Dried Apricots, Dried Figs, Syrup fruit, Raspberries.	
EU25	Fresh Vegetables and Fruit	EU25 imports €9.2 billion/year of fresh vegetables.	EU25 imports €17.1 billion/year of fresh fruit.
Key sectors	■ Fresh Fruit & Vegetables ■ Processed Cheese & Dairy ■ Mozzarella ■ Frozen Strawberries and Artichokes ■ Dried Fruits ■ Herbs & Spices ■ Olives ■ Olive Oil ■ Tomato Derivatives ■ Canned Artichokes ■ Dried Tomatoes ■ Dates ■ Dried Vegetables		Export Potential \$1000 million
USA	Relocation, out of California of the Dried vegetable industry estimated in 270,000 tons.		
USA	Table olives an import of \$317 million/year.	Canned Artichokes – 50,000 tons and \$105 million of imports.	Jams an import of \$90 million.
Key sectors	■ Mozzarella ■ Frozen Artichokes ■ Dried Fruits ■ Herbs & Spices ■ Olives ■ Canned Artichokes ■ Dried Tomatoes ■ Dried Vegetables ■ Jams		Export Potential \$250 million

