Pa. ag trade leads developed in Middle East

HARRISBURG — State Agriculture Secretary Penrose Hallowell today met with representatives of seven Pennsylvania firms whose products were exhibited at MEFEX '84, an international food trade show in Bahrain. He told the firms that the end result of this third international visit to promote Pennsylvania foods was that "now we have the ability to sell our foods into the Middle Eastern markets."

"The MEFEX '84 show produced 75 solid trade leads from eight

nations," Hallowell told the group.
"Now your determination will take over. There's no question that we face a great deal of competition in the world market. But with Pennsylvania's abilities to provide quality foods as a dependable supplier at reasonable prices, the salesmanship of a firm will determine its success."

Hallowell said that expansion of agricultural exports would continue as a priority of the Thornburgh Administration. "Agricultural exports have been

one true bright spot for our country, through creation of jobs and helping offset the balance of trade deficits in other areas.

"My experience in Egypt and Bahrain made it clear that there are new doors opening for sales of Pennsylvania products. But it was also clear that to be successful, firms must be active, tough and imaginative," he said.

Hallowell is serving his second term as president of the Eastern United States Agriculture and Food Export Council (EUSAFEC) which he represented at MEFEX '84. The association, which represents the ten northeastern states' Departments of Agriculture, is also sponsoring a similar trade show in New York City April 15-18. He noted that such trade shows are excellent opportunities for Pennsylvania firms to grow with the marketplace and to meet large numbers of potential buyers in one place at one time.

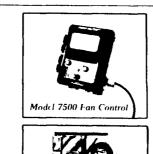
Hallowell said trade leads were developed with buyers from Australia, Bahrain, Dubai, Egypt, Kuwait, Oman, Qatar and Saudi Arabia during his trip. "More than a dozen different kinds of products were being sought by buyers, including apples, candy, canned fruits and vegetables, vegetable and fruit juices, hamburger, ice cream, grapes, popcorn, honey, jellies, seasonings and live dairy and beef cattle," he said.

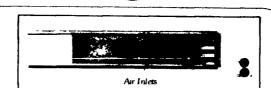
"Exports of food and agricultural products can play a big role in restoring the profitability to agriculture," he told the group. "I commend you for taking the initiative, and encourage you to continue your ef-

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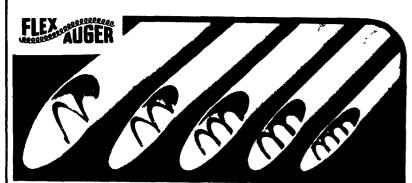


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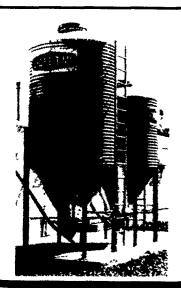


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