

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Agriculture in the News

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Report Highlights:

News on developments in agriculture and food in Egypt.

Nile Nuggets

*News on Developments in Agriculture and Food in Egypt
September 2015*

EGYPT'S PRESIDENT SWEARS IN A NEW GOVERNMENT AMID CORRUPTION PROBE:

On September 19, 2015, Egyptian President Abdel Fattah Al Sisi swore in a new government that included 16 new ministers amongst them Minister Essam Fayed the newly appointed Minister of Agriculture and Land Reclamation. Former Petroleum Minister Sharif Ismail was sworn in as Prime Minister. This came a week after the previous Cabinet resigned following a corruption probe in which Egypt's former Agriculture Minister, Salah al-Din Helal, resigned and was arrested after leaving the Cabinet building on September 7, 2015. The prosecutor general's office said it was investigating the former minister, as well as other ministry officials, on suspicion of taking bribes in exchange for land licenses. Shortly thereafter, then Prime Minister Ibrahim Mehleb and his Cabinet resigned on September 12, 2015.

KELLOGG'S ACQUIRES EGYPT'S LEADING CEREAL COMPANY: On September 28th, Kellogg's acquired Egypt's leading cereal company, Mass Food Group, for approximately \$50 million. Sources at Kellogg stated that its acquisition of Mass Food Group is an excellent fit due to Mass Food Group's manufacturing capabilities, established brands, and sales and distribution infrastructure, adding synergy to Kellogg's growth potential in Egypt's and North Africa's markets. Founded in 1996, Mass Food Group is a family-owned business headquartered in Cairo and was the first local company to produce breakfast cereals for Egyptian consumers, with reported sales of \$18 million and 600 employees in 2014. Earlier this year, Kellogg acquired Bisco Misr, Egypt's leading packaged biscuit company.

EGYPTIAN FATTAH: Fattah is an ancient Arab dish. It is a mixture of meat cubes embedded in rice and crusted pita pieces in soup. It is a traditional meal that is enjoyed by all Egyptians and is considered among Egypt's most famous dishes. It can be served at any time of the year, but it's usually served during the Al-Adha feast.



The Al-Adha feast is the second of two [religious holidays](#) celebrated by [Muslims](#) worldwide each year. Muslims sacrifice animals during the feast, dividing the meat in three parts. The family retains one third; another third is given to relatives, friends and neighbors; and the remaining third is given to the poor and needy.

US TRADE TO EGYPT INCREASES 12 PERCENT IN JUNE

From January to July 2015, the US exported about \$681 million in agricultural commodities and food products to Egypt, a month-to-month increase of 12 percent from June. Major categories include bulk commodities such as corn, soybeans, wheat, and cotton; followed by consumer oriented such as beef and beef products, dairy products, and tree nuts; and intermediate products such as animal feed, soybean meal, and vegetable oil.

	Jan - June 2015	Jan-July 2015	July 2015 Exports
Product	Value (\$000)	Value (\$000)	Value (\$000)
Total Exports	603,198	681,543	78,345
Corn	85,374	123,269	37,895
Soybeans	117,581	117,581	0
Wheat	33,241	33,241	0
Cotton	32,545	33,957	1,412
Others	3,886	4,657	771
Beef & Beef Products	70,072	82,939	12,867
Dairy Products	32,907	35,561	2,654
Tree Nuts	16,897	18,025	1,128
Prepared Food	2,647	3,093	446
Others	7,153	8,187	1,034
Feeds & Fodders	92,433	107,541	15,108
Soybean Meal	56,203	56,336	133
Distillers Grains	15,351	17,238	1,887
Vegetable Oils (ex. soybean)	22,306	24,130	1,824
Others	14,602	15,786	1,184

Source: GTIS

From January to July 2015, U.S. imports of Egyptian agricultural and food products were valued at \$68 million. Most of the imports were value-added products including processed fruits and vegetables, spices and essential oils.

	Jan - June 2015	Jan-July 2015	July 2015 Imports
Product	Value (\$000)	Value (\$000)	Value (\$000)
TOTAL IMPORTS	56,600	68,278	11,678
Processed Fruits & Vegetables	20,139	25,169	5,030
Spices	11,248	13,487	2,239
Fruit & Vegetable Juices	4,562	5,679	1,117
Other Consumer Oriented	3,166	3,535	369
Cheese	1,539	1,642	103
Other Dairy Products	493	521	28
Snack Foods	381	468	87
Others	510	648	138

Essential Oils	4,155	5,458	1,303
Other Intermediate Products	4,163	4,924	761
Other Vegetable Oils	1,773	1,776	3
Planting Seeds	376	387	11
Others	16	24	8
Other Bulk Commodities	2,106	2,221	115
Tea, Incl Herb	1,917	2,214	297
Others	55	125	70

Source: GTIS