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JEDDAH SAFEWAY

Channel 2 KATU-TV 3/27/84 5:30

Tracy Barry

Agriculture is Oregon's second largest industry and it is one of the states most valuable exports.

Governor Atiyeh found evidence of this on his trade mission to Saudi Arabia.

Channel 2 Senior Reporter Lisa Stark has the story from Jeddah, Saudi Arabia.

Lisa Stark

You wouldn't think a trip to a Safeway store would be cause for much excitement but here in the Safeway in Jeddah, Saudi Arabia, the Oregon delegation found just what it was looking for. — a little taste of home.

That taste was found in the produce department. Pears from Hood River, cases of them, shipped directly to Saudi Arabia.

There was even a special buy today in honor of the Governor's visit, just under 5 rials per kilo, that is about 67 cents per pound. Not bad for half way around the world.

Diamond Fruit of Hood River exports these pears, company president Tony Davey said that Saudi Arabian business totalled \$2 million.

There is good reason for the volume according to the store manager.

David Gunter

These pears turn (mumble) with the controlled atmosphere when we get the pear that pear right now is almost like you just picked it from the tree. It is (mumble) shipment.

Lisa Stark

Oregon doesn't have a corner on the produce market here, you can find strawberries from Cyprus, watermelons from Saudi Arabia and apples from Washington State.

(more)

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JEDDAH SAFEWAY, Channel 2, KATU-TV, 3/27/84

Lisa Stark  
(cont.)

Washington will ship one and a half million cases of apples to Saudi Arabia this year. Saudi's can enjoy red delicious apples year round.

They can also enjoy Oregon berries. Complete with the Arabic label of course, the Governor noticed that the canned fruits from Oregon were the first ones to sell.

Gov. Atiyeh

When I was standing here, a fellow came by and this fellow reached over as I was standing here and he grabbed some of this Oregon grape.

(mumble)

Lisa Stark

Northwest growers are competing with 17 countries for the Saudi fruit business at least here in this very American grocery store Jeddah, they are doing very well.

In Jeddah, Saudi Arabia , Lisa Stark, Channel 2 News.

Tracy Barry

By the way, the Safeway store in Jeddah does the third largest volume of business than any Safeway store in world.

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