

Canada-Nepal Export Report: 100 Count Canola Kit

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## **Part I: Product Information**

### **Introduction of Product**

The product that is being sent to Nepal is the 100 count canola kit. This kit includes a commercial ruler, roller and tape (Farmtronics, 2010). The 100 count canola kit is a simple form of technology that the people of Nepal should be able to use with little to no trouble. This kit is used to help farmers that are growing canola plants identify the right time to harvest their plants that way their seeds aren't too green or too dried out. The 100 count canola kit saves farmers a lot of money due to the fact that if they harvest at the wrong time they will have a smaller yield and not make as much money. The 100 count canola kit is used by first putting a handful of canola seeds from the crop in the roller provided in the kit, there should be 100 slots to fill with seeds. Then place a piece of the tape on top of the ruler and use the roller that is also provided in the kit to push down the tape on the seeds. After the tape has been firmly pushed down, lift the tape and count the coloured seeds. When analyzing the seeds if there is an abundance of green seeds in the ruler then that means the crop is not ready to be harvested and needs a little more time to develop, but if there is an abundance of dried out brown seeds then that means the crop has been left un-harvested for too long and the seeds aren't good anymore. The result you want to receive from the kit is that the majority of the seeds are brown but not dried out therefore ready to be harvested.

### **Description of Company**

The 100 count canola kit is manufactured and sold by two different companies. Two companies in Canada manufacture and sell this product, Dimo's Labtronics and Farmtronics. Dimo's Labtronics is a company located in Winnipeg, Manitoba they retail their 100 count canola kits for \$35.00 dollars a kit in Canadian dollars (Dimo's Labtronics, 2015). If these kits were purchased from Dimo's Labtronics for \$35.00 Canadian dollars they would cost 2790.36 Nepalese Rupees (Dimo's Labtronics, 2015). After further research these kits were found being sold by Farmtronics for a cheaper price. Farmtronics is a company located in Saskatchewan, Canada (Farmtronics, 2015). They retail their 100 count canola kits for approximately \$24.95 Canadian dollars which in Nepalese Rupees would be 1989.16 (Farmtronics, 2015). The goal for this product is to send over a product that will help the people of Nepal but at the same time be affordable by the people so by simply looking at prices, the product from farmtronics would make the most sense to send over simply because it's cheaper in price.

### **Description of Canola**

The 100 count canola kit is used for the canola plant. The canola plant was developed in Canada (Canola Council of Canada, 2015). The canola crop is a cool season crop which means it is perfect to grow in places like Canada and Nepal where there are many different climates in different regions. Canola has many different uses such as using the seeds to feed livestock or using the oil for cooking purposes (Canola Council of Canada, 2015). The main use the people of Nepal would have for canola is cooking oil, the use of the oil from the canola seeds makes life on the people of Nepal much easier due to the fact that it helps the people of Nepal cook their

food faster because the oil heats up faster therefore speeding up the cooking process and saving the people of Nepal hours of time from cooking each day. Canadians are also the largest producers of canola in the world (Canola Council of Canada, 2015), which means that they can help the people of Nepal with any challenges they have with growing canola plants due to the fact that they invented the plant and are the number one distributors of canola (Canola Council of Canada, 2015).

### **Benefits to Canada**

The 100 count canola kit is extremely beneficial to the people of the Nepal if it is exported but is it beneficial to Canadians to be exporting it? This project is about helping the people of Nepal after they've experienced very tough times with the earthquake taking place but if it doesn't make sense for Canada to export this product then there is really no point in sending it over. Overall the 100 count canola kit is beneficial to Canadians if they export it because with them sending it over to Nepal it benefits the Canadian economy which is always a good thing. The kits are made in Canada and sent from Canada which means all the goods are pure profit towards the economy and helps get Canadians into a more stable financial spot. Another benefit to Canada is with these kits being made in Canada and shipped to Nepal the demand for these kits will increase which means more people will want to purchase these kits and the companies manufacturing and selling these kits will have to hire more people to meet the demand. Therefore giving more jobs to Canadian workers in this country.

## **Part 2: Critical Analysis of Potential Benefits to Nepal**

### **Introduction to Nepal**

Nepal is a small country that is located between the countries of China and India (Maps of the World, 2015). Nepal's population is approximately 27.8 million and its land size is 147,181 sq. km compared to Canada's population and land size which is 35.16 million and 9,984,670 sq. km (Maps of the World, 2015). The population in Nepal is almost the same as Canada but its land size is 64 times smaller than Canada's which means there are a lot of people in a small place. Nepal is made up of three different climate regions, the mountains, the hills and the terai (Maps of the World, 2015). The mountains are in the northern part of the region and are entirely made up of the Himalayan mountains, which is the tallest mountain range in the world (Maps of the World, 2015). The hill region is made up of steep slopes where the growing of crop is only made possible by terrace farming. Terrace farming is the practice of levelling small plots of land along the hillside but erosion is an extreme problem along the hill region (Maps of the World, 2015). Lastly the terai where the majority of all Nepalese crops are grown due to the very fertile soil and temperate climate. The terai is also where some of Nepal's most important crops are grown such as rice, wheat, barley, and canola (Maps of the World, 2015).

### **Product Details in Nepal**

The 100 count canola kit is manufactured and sold from Saskatchewan, Canada which means shipping it over to Nepal will not be easy. These kits will be shipped by A1 Freight Forwarding by plane to Nepal (A1 Freight Forwarding, 2015). These kits will be easy to ship to Nepal simply because they don't require certain temperatures, all the materials in these kits are

plastic so as long as the temperatures when they're being carried over aren't hot enough to melt plastic then they should be just fine. People in Nepal that will be interested in purchasing this product will be farmers that grow canola crops. These farmers will earn much more money from their crops because they will know the exact time to harvest their crops. Overall this product won't really hurt anyone in the Nepalese country because it is such a unique product not many other people or places offer services like this product. The 100 count canola kit will mainly be positive for the people of Nepal.

### **Benefits to Nepal**

The 100 count canola kit will be extremely beneficial to the people of Nepal. The 100 count canola kit is expensive for the people of Nepal but in the long run it will save them a lot of lost money from lower yields of canola. This kit will make Nepalese farmers sure of exactly when to harvest their canola crops which increases their yields and overall the economy of Nepal. The only downside to this 100 count canola kit is once the kit's roll of tape empties then the farmers that have purchased this kit will have to purchase another roll of tape, otherwise everything else in the kit is reusable.

### **Comparing Other Products**

In terms of other products around the world, there isn't much. The 100 count canola kit is the most advanced cheap product offered unless the people of Nepal go back to the basics. In the past farmers would simply just use a jar and tape instead of the 100 count canola kit but it has been proven to not give as good results as the 100 count canola kit.

**Conclusion:**

Overall the 100 count canola kits will be fairly expensive for the people of Nepal but in the long run these kits will be a great investment for the canola farmers in Nepal simply because these kits will increase their yields which in turn puts more money in their pockets and makes life much easier for a Nepalese farmer. Therefore the 100 count canola kits should be shipped from Canada to Nepal for the farmers of Nepal.

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