



Food to Jordan.

Trends and opportunities

The market

Food imports (including live animal imports) account for 18.4 per cent of Jordan's of total imports. Meat products account for approximately 15 per cent of the total food imports and dairy products 8.5 per cent. **Dairy and meat products are staples in the Jordanian diet.**

Water shortage is ongoing constraint for Jordanian agriculture production. Annual production fluctuates according each year's rainfall but **even at best, Jordan remains a net food importer.** Wheat and barely are the major crops.

Many of Jordanian households, including urban households, maintain fruit and vegetable gardens and keep poultry and goats. Household plots are, on average, approximately ten square metres and the produce raised includes grapes, figs, olives, apricots, apples, pears, citrus fruits, cucumbers, spinach, onions, garlic, and herbs.

Jordan is a major wholesaler and distributor of food and agricultural commodities to countries in the region and especially to neighbouring Iraq. Jordan is politically stable with a safe security environment along with an **efficient banking system and modern currency trading policies.** To encourage Jordan's growth as a regional trading hub, the government established the **Aqaba Special Economic Zone, a duty-free centre for export-orientated activities**, that provides incentives to business including taxation concessions. Jordan is progressively aligned itself to free trade reforms and agreements.

Opportunities

The best opportunities for Australian suppliers are in meat and dairy products. **Australian suppliers account for 98 per cent of live sheep and cattle exports to Jordan.** Australia's reputation is enhanced by the absence of mad cow disease and foot and mouth disease which have been prevalent in competitor markets. **Jordan is continuing to expand its abattoir capacity;** Jordan consumers prefer the reassurance of the local slaughter of animals in the halaal method.

Jordan is continuing to develop dairies and feedlots, which require appropriate grain and oilseed feed supplies. Dairy products remain an opportunity for Australian suppliers even as Jordan increases domestic production.

Jordan imports many agrifood commodities such as wheat, corn, barley, rice, legumes, sugar, and soybean meal.

Competitive environment

The USA is Jordan's largest trading partner. There has been strong competition between the USA, the EU and Ukraine for grain sales in recent years.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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