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Report Highlights:

In 2020, Jordan's hotel, restaurant, and retail food sectors plunged into economic difficulties associated with Covid-19. The sector had been recovering and grew by 13.1% in 2019. The direct contribution of travel, tourism, and retail to the GDP in the second quarter of 2019 was 7% of GDP, expected to reach \$3 billion in 2020. This forecast has died out due to the global and local lockdowns, curfews and travel restrictions. The latest official release of GDP growth was 2.2, although other economic observers have speculated a greater decline. The Government of Jordan has submitted an ambitious plan to reboot the economy, setting a goal of 1.2 percent GDP growth in 2021. The economic inactivity generated by industries such as hotels and restaurants, airlines, and other passenger transportation, has impacted trade. Agricultural imports from the U.S. in calendar year CY 2019 reached \$231 million, and in 2020 (January-October) amounted to \$167 million, down 8 percent compared to 2019 (January-October).

Market Fact Sheet: Jordan

Executive Summary

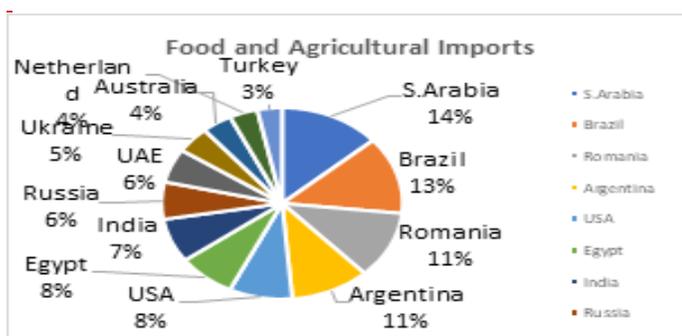
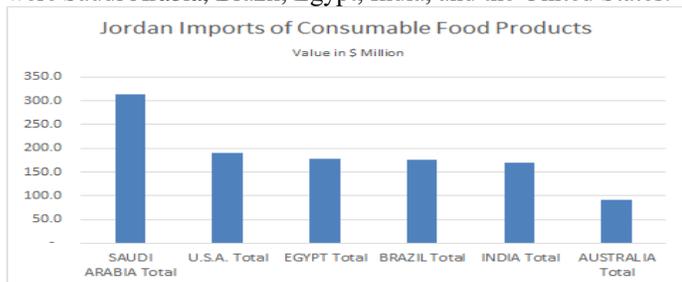
| Jordan, Main Economic Indicators, Expenditure of GDP (Percentage) | 2017 Actual | 2018 | 2019 | 2020 |
|---|-------------|------|------|------|
| Nominal GDP (\$ billions) | 40.1 | 42.3 | 44.5 | 40 |
| Real GDP Growth | 2.1 | 1.9 | 1.8 | -2.2 |
| Consumer Price Inflation | 3.3 | 4.65 | 0.7 | ? |
| Unemployment Rate | 17.9 | 18.7 | 19.1 | 23 |

Jordan's hotel, restaurant and retail food sector grew in 2018 by 13.1%. The direct contribution of the second quarter of 2019 was \$1.95 billion (4.97% of GDP, the sector was expected to reach \$2.95 billion in 2019) but plunged due to COVID-19. Hotel Restaurant and Institution (HRI) data for 2020 has yet to be released and the numbers are expected to be grim.

U.S. consumer-ready products face stiff competition from supplier countries with more favorable access. The highest-value U.S. products exported to Jordan were rice, nuts, beef, cheese, and food preparations.

Imports of Consumer-Oriented Products

Jordan imported \$2.7 billion in consumer-oriented products and exported \$.8 billion in 2019. Primary suppliers were Saudi Arabia, Brazil, Egypt, India, and the United States.



GDP/Population

Population (millions): 10.8

GDP (US billions): \$40.1 (2020), \$44.5 (2019)

GDP per capita (USD): \$4426

Source: Dept. Statistics Jordan

Quick Facts CY 2019

Imports of Consumer-Oriented Products US\$2.5 billion

List of Top 10 Growth Products in Jordan

- 1) Rice
- 2) Frozen Chicken cuts
- 3) Nuts
- 4) Fresh Apples
- 5) Cheese
- 6) Beef
- 7) Food Preparations

Consumer Oriented Foods (US\$ billion) 2019

| | |
|-----------------------------------|-----|
| Exports consumer-oriented Imports | 0.8 |
| Exports- All agricultural Imports | 2.7 |
| Exports- All agricultural Imports | 1.0 |
| Exports- All agricultural Imports | 3.5 |

Top Jordan Hotels & Restaurants Chains & Retailers

| International Hotels | Main Retailers |
|--|---|
| <ul style="list-style-type: none"> • Intercontinental • Marriott • Sheraton • Four Seasons • Le Royal • Fairmont • Hilton • Mövenpick • Kempinski • Rotana • St. Regis • G. Millennium | <ul style="list-style-type: none"> • Carrefour • Safeway • Sameh mall • Family Basket • C Town • Cozmo • Al Fareed • Kareem • JCSCC • JMSSC |

research.

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Retail Food Sector

The value of the Jordanian retail food sector is estimated at \$4.5 billion. Higher-income consumers drive much of the demand for imported products, while middle- and lower-income consumers substitute imports with domestic alternatives. Traditional outlets dominate the Jordanian market, representing 85 percent of total outlets and around 90 percent of total sales. Modern outlets are growing in number and volume of sales. COVID-19 lockdowns and restrictions have provided a lifeline to many small grocery stores. Online retail platforms are also becoming increasingly popular as internet penetration increases.

Strengths/Weaknesses/Opportunities/Challenges

| Strengths | Weaknesses |
|---|---|
| <ol style="list-style-type: none"> 1. The U.S.-Jordan FTA 2. Consumer acceptance of U.S. origin products | <ol style="list-style-type: none"> 1. High tariffs 2. Complex import regulations 3. Small consumer market |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1. Growing demand 2. The Jordan dinar (JOD) is pegged to the U.S. dollar | <ol style="list-style-type: none"> 1. Trade competitors with other free trade-agreements 2. Trade competitors with closer proximity |

SECTION I: MARKET OVERVIEW

The Hashemite Kingdom of Jordan (Jordan) is a small country consisting of almost 55 thousand square miles (almost 89,000 square kilometers) and is almost the size of Maine. Jordan is a largely landlocked country in western Asia. It is located at the crossroads of Asia, Africa, and Europe. Jordan is an Arab country that shares the longest border with the State of Israel (192 miles) and with the West Bank (92 miles). It also shares land borders with Saudi Arabia (455 miles) and Syria (237 miles). The country's single port, Aqaba, is on the 16 miles southwestern coastline.



The United States and Jordan enjoy a strong bilateral relationship. Jordan's central location in the Middle East makes it strategically important to the United States, its main ally. Jordan's policies remain pro-western and pro-Gulf. The United States and Jordan completed the final phase-out of tariff reductions under the [U.S.-Jordan Free Trade Agreement](#) in 2010, resulting in the complete elimination of duties on nearly all products, including agriculture. Jordan is an important advocate for peace in the Israeli-Palestinian conflict.

Jordan's population of 10.8 million inhabitants (Department of Statistics, December 2020 estimate), is concentrated in the west and northwest of the country and in and around the capital city of Amman, population 4.2 million; there is also a sizeable population located along the Gulf of Aqaba in the south. The population is rapidly growing, by some estimates as fast as 2.92 percent per year; adding a quarter of a million new consumers annually. The country is largely urban with 91 percent of the population residing in urban areas and the rate of urbanization has grown at 2.43 percent over five years (2015-20 estimate).

Agriculture accounts for over 11.5 percent of the land use: arable land (2 percent), permanent crops (1 percent), and permanent pasture (8.5 percent). Agricultural production accounted for about 4.3 percent of GDP in 2019, by some estimates employing 2-3 percent of the labor force (or around 62,000 people). Local agricultural production produces only a small share of the local food supply.

Table 1: Advantages and Challenges Facing U.S. Suppliers, Consumer-Oriented Products

| Advantages | Challenges |
|---|--|
| <ul style="list-style-type: none">• Jordan is a net food-importing country, dependent on imports for 90 percent of its consumption.• U.S.-origin food products and ingredients have a good reputation; associated with high quality, these enjoy acceptance in the Jordanian market.• Growing demand for high value U.S. products in the hotel and restaurant sector.• There is growing demand for high value, highly processed ingredients. The Jordanian food processing sector is growing; and is requiring more imported food ingredients. Companies seek new ingredients, especially affordable unprocessed commodities.• New-to-market products benefit from the recent expansion of supermarket and hypermarket chains | <ul style="list-style-type: none">• Jordan’s free trade agreements with the European Union (EU) and Canada are increasing competition.• Cost of freight is high due to the distance.• Geographic proximity favors EU-origin products.• The adoption of European Union (EU) standards.• Jordanian import regulations are at times non-transparent, especially those overseen by Jordan Food and Drug Administration.• Imported consumer-oriented products face higher tax rates.• The tourism sector industry remains paralyzed by COVID 19 impact, negatively affecting demand for U.S.-origin food products |

SECTION II: EXPORTER BUSINESS TIPS

Market Research: Exporters of U.S. products are strongly advised to review the standards of any item they intend to ship to Jordan. Importers can purchase printed standards from the JSMO for a nominal fee. The Jordan Food and Drug Administration and other government authorities have very low tolerance for food standard violations. Any consignment not meeting the official standard will be rejected, subject to either re-export or destruction at the importer’s expense. Additional information regarding food import requirements is available in Post’s Food and Agricultural Import Regulations and Standards (FAIRS) GAIN report.

U.S. exporters should identify a Jordanian importer or distributor with whom they can build a relationship. Jordanian firms are best suited to navigate local regulations, understand distribution chains, and have relationships with retailers, food processors, hotels, restaurants, and institutions.

Jordan Food Law No. 30 was enacted in May 2015. This law gives the Jordan Food and Drug Administration (JFDA) regulatory control over food safety and food quality issues. The statute is designed to ease processed food imports and eliminate multi-agency territorial disputes. The impact of the unification of the regulatory authority has been positive. Under the food law, pertinent regulations are being revised, updated, and drafted by the Jordan Food and Drug Administration.

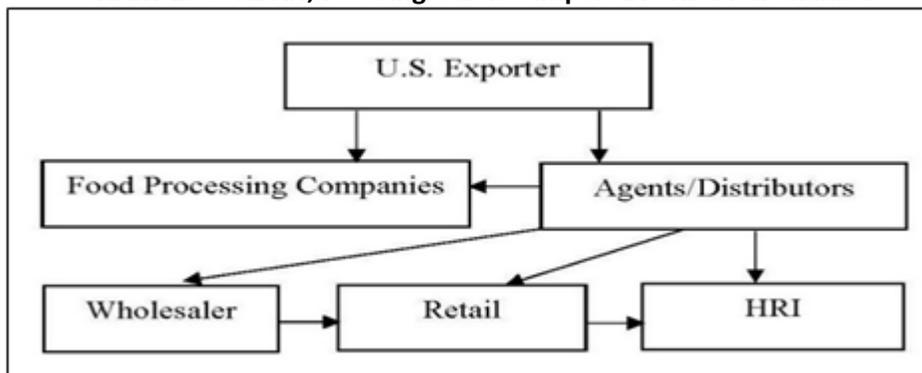
According to Agriculture Law No. 13 (2015), the import of raw, unprocessed food items is subject to the Ministry of Agriculture (MoA) granting an advance import license approval. Prior import licensing approval ensures compliance with sanitary and phytosanitary (SPS) requirements, as well as facilitates record keeping and statistical tracking. FAS Amman understands that this advance import license approval may be denied due to the protection of domestic producer interests.

Prior to the food law, the Jordan Standards and Metrology Organization (JSMO) delegated product testing responsibilities for food and agricultural products to the Jordan Food and Drug Administration.

The former continues to retain responsibility for the development of standards (including for food) and ensuring conformity with standards. The Jordan Standards and Metrology Organization's responsibilities include the national meteorology system; it also grants (voluntary) quality marks and accredits testing and calibration laboratories.

Market Structure: Jordan's market structure is straightforward. Importers are food processors, manufacturers, and or agents/distributors, as well as generalists who import a wide range of food products. Larger companies source their food ingredients and products directly to lower prices, guarantee product flow, and ensure quality. Agents/distributors service the food processing and manufacturing sectors. It is important for U.S. exporters to work with someone locally who knows the market well for a specific product.

CHART 1: JORDAN, Food Ingredients Import Distribution Channel



General Consumer Tastes and Trends: FAS Amman finds that although Jordan is traditionally price sensitive, consumer behavior is changing. Younger Jordanians' lifestyle and aspirational purchases are increasing thanks to exposure to global trends and brands. These consumers (falling within the 15-32 age range) account for Jordan's largest gross income concentration, given the country's demographics notwithstanding their relatively smaller incomes. Supermarket chains are the main channel for marketing imported food products, targeting middle- and upper-income consumers. Trends indicate that the demand for upscale goods and services will remain strong through 2030 amongst the country's top income band (those making over \$150,000 per annum).

Jordanians in Amman have high than average household spending. The average expenditure in or upper-income households is approximately \$39,000 (with an estimated 20 percent of discretionary spending going to food purchases). Middle-income households on average spend \$14,000 (with an estimated 40 percent of discretionary spending going to food purchases). It is expected that even more of the income share has been diverted towards food, due to the complicated COVID-19 crisis, although no solid studies have been conducted yet.

SECTION III: IMPORT FOOD STANDARDS, REGULATIONS, AND IMPORT PROCEDURES

Customs Clearance: Article 31 of the Customs Law of 1998 and its amendments establishes that all customs declarations must include the following (Jordan customs reserves the right to request additional documentation):

- Maritime or airway bill of lading
- Commercial invoice indicating the value, weight, and freight and insurance charges. All invoices require Jordanian diplomatic/consular approval. In the absence of Jordanian diplomatic/consular approval, Jordan's Customs Director is empowered to accept the country of export's chamber of commerce certification.
- Commercial invoices are required to describe the product in Arabic
- Notarized certificate of origin issued by the competent authority in the export country
- Value declaration form for shipments exceeding JOD 2,000

Customs Valuation: Jordan's Customs Law (1999) as amended in March 2000 includes World Trade Organization (WTO) compliant criteria for customs valuation, based on certified commercial invoices. Increased transparency restricts the recourse to arbitrary valuation but does favor undervaluation. Jordan's customs authority utilizes cost-insurance-freight (CIF) prices for valuation purposes. Commercial invoice values require conversion into Jordanian dinars at the official rate. In some cases, Jordan's Customs will factor into its valuation calculations exporter discounts. Imported products, as well as locally produced goods are subject to a 16 percent value-added tax (VAT). Agricultural and pharmaceutical products are exempt from the 16 percent sales tax. [Jordan's General Sales Tax Department](#) levies a special sales tax on specific items such as tobacco products and alcoholic beverages. These are subject to a 13 percent general sales tax in addition to the special sales tax. Non-basic foodstuffs are subject to a 4 percent general sales tax.

Special Import Provisions: Pre-import clearance is required for certain commodities. The clearance acts as an import license. The Ministries of Agriculture, Industry and Trade, and Health issue import licenses. The Ministry of Agriculture issues pre-import clearances for live animals, fresh/chilled/frozen beef and beef products, embalmed wild animals, frozen animal semen, and milk products. The Ministry of Industry and Trade oversees the issuing of pre-import clearances for barley, rice, wheat, flour, sugar, and corn. The Ministry of Health issues pre-import clearances for medications and antibiotics, athletic food supplements, potassium bromide, food dyes, ice cream, and baby food. In case of rejection, appeals are permissible. Import licenses (valid for one year) are required for the following:

- Non-commercial shipments exceeding JOD 2,000
- Biscuits of all types (cookies and crackers)
- Mineral water
- Powdered milk for industrial use
- Items that require prior clearance from the respective authorities

Inspection and Clearance: Jordan maintains the ASYCUDA computerized customs clearance system, simplifying customs clearance procedures. The [Ministry of Agriculture](#) (MoA) along with

the [Jordan Food and Drug Administration](#) (Jordan FDA) and the [Jordan Customs Authority](#) form the border committee that inspects inbound food and agricultural product shipments. Goods entering the country under temporary entry status, bonded goods, and goods benefiting from the investment promotion law are exempt from import licenses.

Imported food and agricultural products are subject to inspection and testing when destined for human consumption. Virtually all prepared and mixed foods are subject to testing at the border. The Jordan Food and Drug Administration will also inspect food products at the wholesale and retail levels. A representative may enter any locality and collect samples for testing. If a product fails to meet technical requirements or deemed unfit for human consumption, it is subject for removal and destruction (see [GAIN JORDAN – Biotechnology Annual 2020 report](#)).

Country Language Labelling Requirements: Imported products must comply with labeling and marking requirements issued by the [Jordan Standards and Metrology Organization \(JSMO\)](#). It is advisable that the U.S. supplier ask his importer to provide him with an authenticated copy of the latest Jordanian standard for the type of the product for to export to Jordan, failing to meet the Jordanian standard may lead to the rejection of the consignment.

The Jordan Standards and Meteorology Organization (JSMO) regulates food additives for the Jordan Food and Drug Administration. Permissible additives and their concentrations are those approved by the *Codex Alimentarius* (Codex) Commission. The technical standards for foods contain specific lists for food additives and their permissible levels of use. The review of standards is required ensure that additives imports are permissible.

The translation into Arabic of the foreign language label information is required. Inconsistency in the translation may result in a rejection. Arabic labeling can be printed on the package or be a permanent adhesive label. Products cannot show more than one date of manufacture or expiration. Erasures, Scratch outs, or alterations of labels is not permissible.

Nutritional labeling is mandatory for certain categories of food such as infant formula and food for dietary use. A label needs to contain the product's name, the manufacturer's name and address, net weight, fortifying matter, lot number, and best before date. Shipments are subject to rejection if labeling content is ambiguous. The [Jordan Ministry of Health](#) and the JSMO provide food labelling and packaging information.

Export Certificates: Jordan requires export certificate for a number of food products (see [GAIN JORDAN – FAIRS Jordan Country Annual Narrative2020](#) and Certificate Annual 2020 reports, as well as GAIN JORDAN – [Biotechnology Annual 2020 report](#)).

Tariffs and Free Trade Agreements (FTA): Jordan follows the international nomenclature for the classification of products Harmonized System (HS). The [Jordan Customs Authority](#) provides tariff tables for different products and commodities, as well products subject to additional taxes. The [Jordan Income and Sales Tax Department](#) lists these general and special sales taxes. Since February 2013, Jordan has imposed a special tax on 12 luxury commodities; taxes range between 5-25 percent (e.g. pet foods are subject to a 20 percent levy).

Trademarks and Patents Market Research: Jordan’s legal system protects the acquisition and disposition of intellectual property rights. Prior to its WTO accession, Jordan passed a series of laws strengthening the protection of intellectual property rights for patents, copyrights, and trademarks. In the past, Jordan has enforced foreign copyrights and trademarks despite it not requiring prior registration. Jordan relies on the Trade Related Aspects of Intellectual Property Rights (TRIPS) consistent legislation, requiring the registration of patents, copyrights, and trademarks. The Ministry of Industry and Trade’s (MoIT) Registrar of Patents and Trademarks registers patents and trademarks, while copyrights are registered with the Ministry of Culture’s National Library. Jordan seeks to become a contracting state to the Patent Cooperation Treaty and the protocol relating to the Madrid Agreement (registration of marks). It is already a member of the World Intellectual Property Organization (WIPO) and the Union for the Protection of New Varieties of Plants (UPOV).

SECTION IV: MARKET SECTOR STRUCTURE AND TRENDS

Key Developments for Top 5 Sectors:

The Syrian crisis, the Iraqi crisis, and the COVID-19 pandemic have severely affected the Jordanian economy. However, Jordan’s free-market economy helped to absorb the severe impact of the regional crisis and the local economic hardship. One positive development is the spread of online shopping for food items and the progress in catering services.

The Hotel, Restaurant and Café (HORECA) sector has suffered from a decline in demand due to COVID-19 and the lack of tourists, both external and local, creating a decrease in demand on hotels, restaurants and café services. The COVID-19 and regional crisis has also decreased the demand on processed food items.

Online financial services, including online food shopping, is growing astronomically as a progressive marketing tool and as a short cut that enables consumers to cut expendable costs, it enables direct sales from producers or importers to final consumers. This has been embedded by local economic hardships, coupled with fiscal and tax reforms, both of which absorbed the liquidity from the market, and subsequently decreased the demand on consumable products.

Best Consumer-Oriented Product Prospects: Distribution of U.S.-origin cheese and fancy beef products are increasing in the market in addition to chicken leg-quarters, nuts and cereals for which demand is growing.

Table 2: Company profiles and top host country retailers

| Company | Activity | Outlets | Remarks |
|--------------------------------|--|---------|---------------------------|
| Carrefour | Supermarket/Hypermarket | 28 | Domestic & Imported Goods |
| Safeway-Sultan | Supermarket/Hypermarket | 15 | Domestic & Imported Goods |
| Sameh | Supermarket | 12 | Domestic & Imported Goods |
| Kareem | Supermarket | 10 | Domestic & Imported Goods |
| Family Basket | Supermarket | 3 | Domestic & Imported Goods |
| Cozmo | Supermarket | 3 | Domestic & Imported Goods |
| C Town | Supermarket | 2 | Domestic & Imported Goods |
| Fareed | Supermarket | 3 | Domestic & Imported Goods |
| JCSCC | Supermarket, Jordan Civil Service Consumer Corporation | 68 | Domestic & Imported Goods |

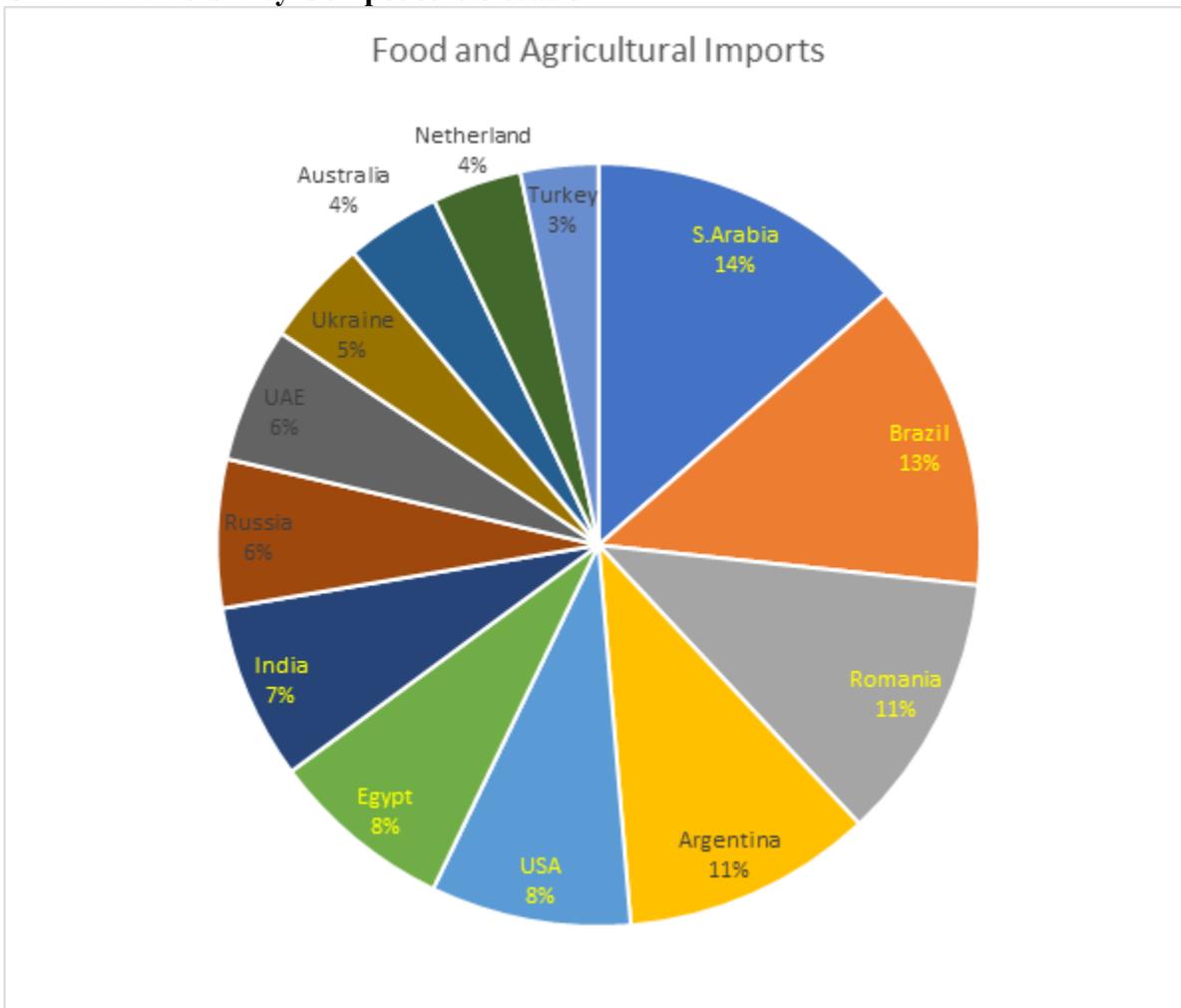
| | | | |
|----------------------------|---|-----|---------------------------|
| JMSSC | Supermarket, (Jordan Military Service Consumer Corporation) | 112 | Domestic & Imported Goods |
| The Basket | Online Supermarket | | Domestic & Imported Goods |

Page Break

Chart 2 shows Argentina, Romania, Brazil, Ukraine, and Russia as major U.S. competitors, mainly in wheat, barley, and corn.

The real competitors in the processed food sector are Saudi Arabia, Egypt, India, and UAE.

CHART 2: 2019 Key Competitors Situation



Source: DoS and FAS Amman office research.

Best High-Value, Consumer-Oriented Products Prospect Categories:

Jordanian consumer behavior is gradually westernizing, and the upper class, and to lesser extent, the middle class, possess consumption habits that are very western in nature, and include a large variety of different food and agricultural products (e.g. fresh and frozen meat and poultry, tree nuts, packaged pulses, rice, consumer-ready groceries).

Because the Middle East is a conservative culture, food is often seen as a means of indulgence. Fancy food establishes itself well, should the supplier and the importer approach the business of importing in the right way. Some successful business testimonials have evolved surprisingly and unpredictably based on niche items during difficult economic times. This is particularly the case when the supplier chooses a good importer, and both are invested in promoting the product. Midwest cheese and beef are two great examples of successful exporting to Jordan.

Corn and rice are increasing in demand, food ingredients are also increasing in demand, in addition to fresh and frozen seafood products. Proper and creative packaging and labeling usually help in increasing market share in Jordan.

Since Jordan is a relatively small market, combining and consolidating shipments to the region with the appropriate paperwork would improve market competitiveness.

Table 3: Best High-Value, Consumer-Oriented Products Prospect in CY 2019 thousands of dollars

| HS Code | Item | Imports from all sources | From the US |
|----------|--|--------------------------|-------------|
| 30389000 | HAKE FISH (MERLUCCIUS SPP., UROPHYCIS SPP.), EXCLUDING LIVERS AND ROES, FROZEN. | 7,631 | 0 |
| 30617000 | OTHER SHRIMPS AND PRAWNS, FROZEN. | 5,718 | 0 |
| 40110000 | MILK AND CREAM, NOT CONCENTRATED NOR CONTAINING ADDED SUGAR OR OTHER SWEETENING MATTER, OF A FAT CONTENT, BY WEIGHT, NOT EXCEEDING (1%) . | 13,362 | 0 |
| 40210920 | MILK IN GRANULES OR OTHER SOLID FORM OTHER THAN IN POWDER, OF A FAT CONTENT, BY WEIGHT, NOT EXCEEDING (1.5%), CONTAINING ADDED SUGAR OR OTHER SWEETENING MATTER, IMPORTED BY FACTORIES AS INDUSTRIAL INPUTS. | 7,938 | 273 |
| 40291000 | OTHER MILK IN POWDER, NOT CONTAINING ADDED SUGAR OR OTHER SWEETENING MATTER, NOT ELSEWHERE SPECIFIED OR INCLUDED IN THIS CHAPTER. | 13,362 | 0 |
| 40299000 | OTHER MILK IN POWDER, CONTAINING ADDED SUGAR OR OTHER SWEETENING MATTER NOT ELSEWHERE SPECIFIED OR INCLUDED IN THIS CHAPTER. | 8,984 | 3 |
| 40590000 | OTHER FAT SUBSTANCES OF MILK PRODUCTS, EXCEPT OF BUTTER AND FULL-FAT YOGHURT. | 9,123 | 0 |
| 40630000 | PROCESSED CHEESE, NOT GRATED OR POWDERED. | 21,203 | 184 |
| 40690900 | OTHER CHEESE, NOT ELSEWHERE SPECIFIED OR INCLUDED OF HEADING NO. 04.06. | 76,085 | 3,651 |

| | | | |
|------------------|--|--------|-----|
| 40900900 | NATURAL HONEY OTHER THAN IMPORTED BY FACTORIES AS INDUSTRIAL INPUTS. | 4,249 | 0 |
| 110313000 | GROATS AND MEAL, OF MAIZE (CORN) | 3,330 | 2 |
| 110813000 | POTATO STARCH | 4,448 | 0 |
| 120242100 | GROUND-NUTS, NOT ROASTED OR OTHERWISE COOKED, SHELLED, WHETHER OR NOT BROKEN IMPORTED BY FACTORIES AS INDUSTRIAL INPUTS. . | 4,949 | 0 |
| 120740000 | SESAMUM SEEDS, WHETHER OR NOT BROKEN | 50,015 | 0 |
| 150710000 | SOIA-BEANS OIL, CRUDE UNTREATED CHEMICALLY, WETHER OR NOT REMOVED ITS GUM. | 13,019 | 0 |
| 151219900 | REFINED SUNFLOWER-SEED OR SAFFLOWER OIL AND ITS FRACTIONS, BUT NOT CHEMICALLY MODIFIED, OTHER THAN THOSE IMPORTED BY FACTORIES AS INDUSTRIAL INPUTS. | 14,737 | 16 |
| 151529900 | REFINED MAIZE (CORN) OIL AND FRACTIONS THEREOF, BUT NOT CHEMICALLY MODIFIED, OTHER THAN THOSE IMPORTED BY FACTORIES AS INDUSTRIAL INPUTS. | 14,022 | 5 |
| 160231000 | PREPARED PRESERVED MEAT OFFAL, OF TURKEYS. | 2,619 | 14 |
| 160232900 | PROCESSED AND OTHER PRESERVED KINDS OF GALLUS DOMESTICUS CHICKENS OTHER THAN THAT IMPORTED BY FACTORIES AS INPUTS TO PRODUCTION. | 2,838 | 57 |
| 160250000 | PREPARED OR PRESERVED MEAT AND MEAT OFFAL OF BOVINE ANIMALS. | 3,942 | 370 |
| 160414000 | TUNAS, SKIPJACK AND BONITO (SARDA SPP.), WHOLE OR IN PIECES, BUT NOT MINCED, PREPARED OR PRESERVED | 33,551 | 2 |

Source: DoS and FAS Amman office research.

Table 4 shows food gaps that need to be filled by imports.

Table 4: Jordan Agricultural Products' Self Efficiency Ratio 2013-2017

(Jordan's production versus import by product %)

| Product | 2013 | 2014 | 2015 | 2016 | 2017 |
|----------------|-------------|-------------|-------------|-------------|-------------|
| Wheat | 3.3 | 2.1 | 1.7 | 3.0 | 1.1 |
| Barley | 4.2 | 3.8 | 5.8 | 3.6 | 4.9 |
| Potatoes | 82.7 | 81.6 | 62.1 | 86.1 | 93.1 |
| Olive | 106.8 | 101.4 | 102.2 | 103.0 | 100.8 |
| Olive Oil | 109.8 | 103.4 | 102.1 | 104.0 | 101.4 |
| Tomatoes | 337.4 | 327.4 | 193.0 | 175.9 | 169 |
| Oranges | 58.4 | 49.7 | 65.5 | 65.8 | 60.3 |
| Apples | 49.9 | 48.4 | 53.2 | 50.7 | 32.6 |
| Beef | 11.8 | 13.5 | 14.2 | 16.0 | 13.2 |
| Mutton | 32.4 | 37.0 | 32.9 | 39.3 | 39.2 |
| Goat Meats | 54.1 | 81.4 | 100.0 | 100.0 | 100 |
| Chicken Meats | 77.7 | 76.4 | 74.9 | 81.5 | 80.4 |
| Fresh Milk | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Eggs | 96.3 | 99.7 | 100.4 | 99.1 | 101.72 |
| Fish | 6.4 | 4.0 | 3.6 | 4.1 | 5.0 |

Source: Jordan Department of Statistics. The last National Agricultural Survey took place end of 2017 and generally takes place every 5 years.

SECTION 5: JORDAN AGRICULTURAL AND FOOD IMPORTS

| External trade by Kind of Trade by Commodity in millions of Dollars | 2017 U.S.A. | 2018 U.S.A. | 2019 U.S.A. | 2019 World |
|---|------------------------|------------------------|------------------------|-----------------------|
| 02 -Meat and edible meat offal | 17.4 | 12.3 | 12.6 | 373.45 |
| 03 -Fish and crustaceans, mollusks and other aquatic invertebrates | 0.4 | 0.3 | 0.3 | 62.44 |
| 04 -Dairy produce, birds' eggs, natural honey, edible products of animal origin, not elsewhere specified or included | 6.1 | 5.3 | 4.8 | 278.66 |
| 05 -Products of animal origin, not elsewhere specified or included | 0.2 | 0.2 | 0.2 | 0.72 |
| 06 -Live trees and other plants; bulbs roots and the like; cut flowers and ornamental foliage | 0.4 | 0.6 | 0.4 | 10.08 |
| 07 -Edible vegetables and certain roots and tubers | 3.5 | 2.4 | 2.5 | 71.1 |
| 08 -Edible fruit and nuts; peel of citrus fruit or melons | 51.4 | 48.0 | 61.0 | 309.12 |
| 09 -Coffee, tea, mate' and spices | 1.0 | 1.0 | 1.3 | 185.54 |
| 10 -Cereals | 177.0 | 94.6 | 74.3 | 780.91 |
| 11 -Products of the milling industry; malt; starches; inulin, wheat gluten. | 0.2 | 0.3 | 0.3 | 22.9 |
| 12 -Oil seeds and oleaginous fruits miscellaneous grains, seeds and fruit; industrial or medical plants; straw and fodder | 10.0 | 5.0 | 7.2 | 147.69 |
| 13 -Lac; gums; resins and other vegetable saps and extracts | 0.0 | 0.0 | 0.1 | 3.76 |
| 14 -Vegetable plaiting materials; vegetable products not elsewhere specified or included | NA | 0.3 | NA | 0.21 |
| 15 -Animal or vegetable fats and oil and their cleavage products; prepared edible fats; animal or vegetable waxes | 4.4 | 6.3 | 4.8 | 162.56 |
| 16 -Preparations of meat, of fish, or of crustaceans, mollusks or other aquatic invertebrates | 0.3 | 0.3 | 0.5 | 66.49 |
| 17 -Sugars and sugar confectionery | 1.6 | 1.3 | 1.5 | 163.95 |
| 18 -Cocoa and cocoa preparations | 2.0 | 1.9 | 2.8 | 89 |
| 19 -Preparations of cereals, flour starch; or milk, pastry cooks, products | 3.1 | 2.9 | 3.1 | 195.03 |
| 20 -Preparations of vegetables, fruit, nuts or other parts of plants | 3.7 | 3.2 | 2.9 | 141.43 |
| 21 -Miscellaneous edible preparations | 26.7 | 24.4 | 24.4 | 268.8 |
| 22 -Beverages, spirits and vinegar | 2.8 | 2.7 | 2.7 | 128.43 |
| 23 -Residues and waste from the food industries; prepared animal fodder | 6.6 | 4.8 | 4.6 | 187.9 |
| 24 -Tobacco and manufactured tobacco substitutes | 0.2 | 2.3 | 1.1 | 48.07 |

Source: Jordan Department of Statistics and FAS Amman office research.

SECTION VI: KEY CONTACTS AND FURTHER INFORMATION

U.S. Embassy Amman, Foreign Agricultural Service (FAS) Office of Agricultural Affairs
Amman, Abdoun, 11118 Umawyeen street
Mailing Address: FAS OAA • P.O. Box 354, Amman, Jordan
Phone: (962-6) 590-6056 • Fax: (962-6) 592-0146 • E-mail: Amman.AgAmman@fas.usda.gov

For additional information, see www.fas.usda.gov. See also to our Food and Agricultural Import Regulations and Standards (FAIRS) reports, FAIRS Export Certificate GAIN reports.

GOVERNMENT REGULATORY AGENCY CONTACTS

Ministry of Agriculture

Veterinary Services Directorate and Plant Protection Directorate

Tel: (962-6) 568-6151 • Fax: (962-6) 568-6310 • Website: www.moa.gov.jo

Ministry of Environment

Tel: (962-6) 556-0113 • Fax: (962-6) 556-0288 • Website: www.moenv.gov.jo

Ministry of Industry and Trade

Tel: (962-6) 560-7191/566-3774 • Fax: (962-6) 560-4691 • Website: www.mit.gov.jo

Jordan Standards and Metrology Organization

Tel: (962-6) 568-0139 • Fax: (962-6) 568-1099 • Website: www.jsmo.gov

Jordan Food and Drug Administration

Tel: (962-6) 461-2663 • Fax: (962-6) 461-2663 • Website: www.jfda.jo

Jordan Customs Authority

P.O. Box 90, Amman, Jordan

Tel: (962-6) 462-3186/8; 462-4394/6 • Fax: (962-6) 464-7791

E-mail: Customs@Customs.gov.jo • Website: www.customs.gov.jo

Aqaba Special Economic Zone Authority

P.O. Box 2565, Aqaba 77110, Jordan

Tel: (962-6) 3 203 5757/8 • Fax: (962-6) 3 203-0912 • Website: www.aqabazone.com

Attachments:

No Attachments