

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 bits covering Jordan's key agricultural developments in the month of June.

General Information:

75,000 Visitors Attend Jordan Food Exhibition 2016

Jordan Food Exhibition 2016, which concluded on Sunday June, 5, received over 75,000 visitors. The five-day exhibition, which featured products by 150 factories, wholesalers and retailers, received positive feedback from visitors due to its organization and the caliber of the participating companies. The exhibition was held in Amman at Hussein Youth City, with over 4,000 square meters showcasing what the local food market has to offer.

American products dominated many of the exhibits, showcasing a range of products that included rice, poultry cuts, nuts, cheese, and snacks. It was noticeable the strong presence of leading U.S. brands vying for market share in Jordan's highly competitive environment, especially those of processed foods, cheese, and rice.





Fruit and Vegetable Farmers' Plight Continues

Despite a pick-up in demand of fruit and vegetables (F&V) due to high demand during the holy month

of Ramadan, prices continue to remain low as farmers are unable to shrug off excess supply due to the border closings in the neighboring countries, as war continues to wreak havoc.

The Chairman of Jordan Valley Farmers Association has called for farmers to abstain producing F&V after an *annus horribilis* that left them with nothing but debts, and minimal government support.

On other hand, the new appointed Prime Minister Dr. Hani Mulki, paid a surprise visit to a popular market, highlighting the fact that the market is playing its role in making vegetables and fruits available for citizens at reasonable prices. The prime minister called upon shop owners to put up a price list for items in the market, to avoid fines in case of price gouging reports.



Figure 1: Chair of Jordan Farmers Association calling for boycott of F&V production on his Facebook page.

Wells being Drilled to Cope with Rising Demand

The minister of water stated that the drilling of three new wells in the Northern Region has begun in order to meet the increased demand for water brought on by the influx of Syrian refugees. Two new wells in Ajloun Governorate, Ain Jana and Zakik, will generate 110 cubic meters of water per hour, while a third well, being drilled in Irbid's Bait Ras, will generate 50 cubic meters of water per hour.

The majority of Syrians refugees reside in the northern governorates and their daily per capita share of water stands at 40 liters provided by wells, according to the ministry of Water and Irrigation.

Civil Service Consumer Corporation (CSCC)

The prices of 48 basic food items at the Civil Service Consumer Corporation (CSCC), a semiautonomous commissary that used to be an exclusive club for government employees but was semi-privatized as result of Jordan's WTO accession, will be reduced by 5 to 20 percent during the month of Ramadan. This in line with government directives, in an effort to alleviate consumers' burden during Ramadan festivities on key commodities such as sugar, rice, oils, milk, dates, lentils and nuts. The CSCC is hardly surviving in a very dynamic food market, which provides competitive prices by leaner and nimbler competitors.

Jordanians Spend over \$850 million on Tobacco Annually

Media reports stated that Jordanians spend \$850 million on tobacco annually, with an average family expenditure of \$678, according to a report released by the Department of Statistics (DoS) on the occasion of the World No Tobacco Day (WNTD), observed on May 31. Families with 1-2 members spent 2.8 percent of their income on smoking, while the ratio reached 4.2 percent for families with 3-4 members.