



Jordan

TURNING HORTICULTURAL STRENGTH
INTO MARKET OPPORTUNITIES

HAND-IN-HAND INVESTMENT FORUM
ROME, OCTOBER 2026



Why Jordan?

2.7M tonnes

Of crops produced

5.2%

Agriculture contribution to GDP

61%

National food needs met by domestic production

27%

Of agricultural production is export-oriented

JORDAN'S FARMERS ARE PRODUCING FOR GROWING MARKETS – BUT TOO MUCH VALUE IS STILL BEING LOST.

*Jordanian farmers produce **high-value fruits and vegetables for domestic and regional markets.** Yet, despite strong production and established demand, **too much value is lost after harvest** before their products reach consumers. Better cold chains, processing and market connections can help farmers preserve more of what they produce, capture greater value and reach growing markets.*



What is preventing farmers from capturing greater value?

THREE STRUCTURAL GAPS ARE PREVENTING FARMERS FROM CAPTURING THE FULL VALUE OF JORDAN'S HORTICULTURAL PRODUCTION

01 Limited aggregation, cold storage and post-harvest infrastructure

Limited post-harvest infrastructure contributes to 30% losses, while refrigerated storage covers only 5.5% of fresh production, reducing the value farmers can capture.

02 Insufficient processing and value addition

Limited processing leaves surplus and below-grade produce with few market options, while seasonal gluts drive down farmgate prices and limit value addition.

03 Limited access to higher-value markets

Gaps in quality consistency, traceability, food safety and export-compliant post-harvest infrastructure constrain producers' access to high-value regional markets, despite Jordan's proximity to strong demand in the GCC.

What could change?

THREE STRATEGIC INVESTMENTS FOR **USD 62.4 MILLION** TO REDUCE LOSSES, ADD VALUE AND EXPAND MARKET ACCESS

01 Deir Alla Agropark

Establish an integrated horticulture cold-storage and processing complex, combining 50,000 MT of storage capacity with facilities for tomato paste, juice concentrates and other processed horticultural products, while linking producers to aggregation and quality-support services.

USD 40.8M
Investment

USD 20.4M
NPV

19-34%
IRR

02 Mafraq Stone Fruit Hub

Develop a specialized post-harvest centre for peaches, nectarines and apricots, providing sorting, grading, cooling, packing, traceability and solar-powered cold storage to improve quality and expand access to high-value markets.

USD 5.0M
Investment

USD 8.5M
NPV

41.9%
IRR

03 Northern Jordan Valley Citrus Hub

Establish a specialized cold-storage and post-harvest centre with sorting, grading, cooling, packing and traceability infrastructure to reduce losses, extend marketing periods and strengthen domestic and Gulf market access.

USD 16.6M
Investment

USD 5.7M
NPV

18.6%
IRR

How is the Government enabling investment?

STRATEGIC MARKET ACCESS, INVESTOR INCENTIVES AND STRONG POLICY SUPPORT CREATE FAVOURABLE CONDITIONS FOR AGRIFOOD INVESTMENT

Investor Protection

Foreign investors benefit from ownership and profit-transfer rights, property protection and established dispute-resolution mechanisms

Strong Export Base

Agricultural exports reached USD 1.5 billion, supported by established trade with Gulf markets

Investment Incentives

Development zones offer customs and tax exemptions, including reduced income tax rates for qualifying investments

Strategic Market Access

Jordan's location provides proximity to high-demand regional markets and supports competitive agricultural exports

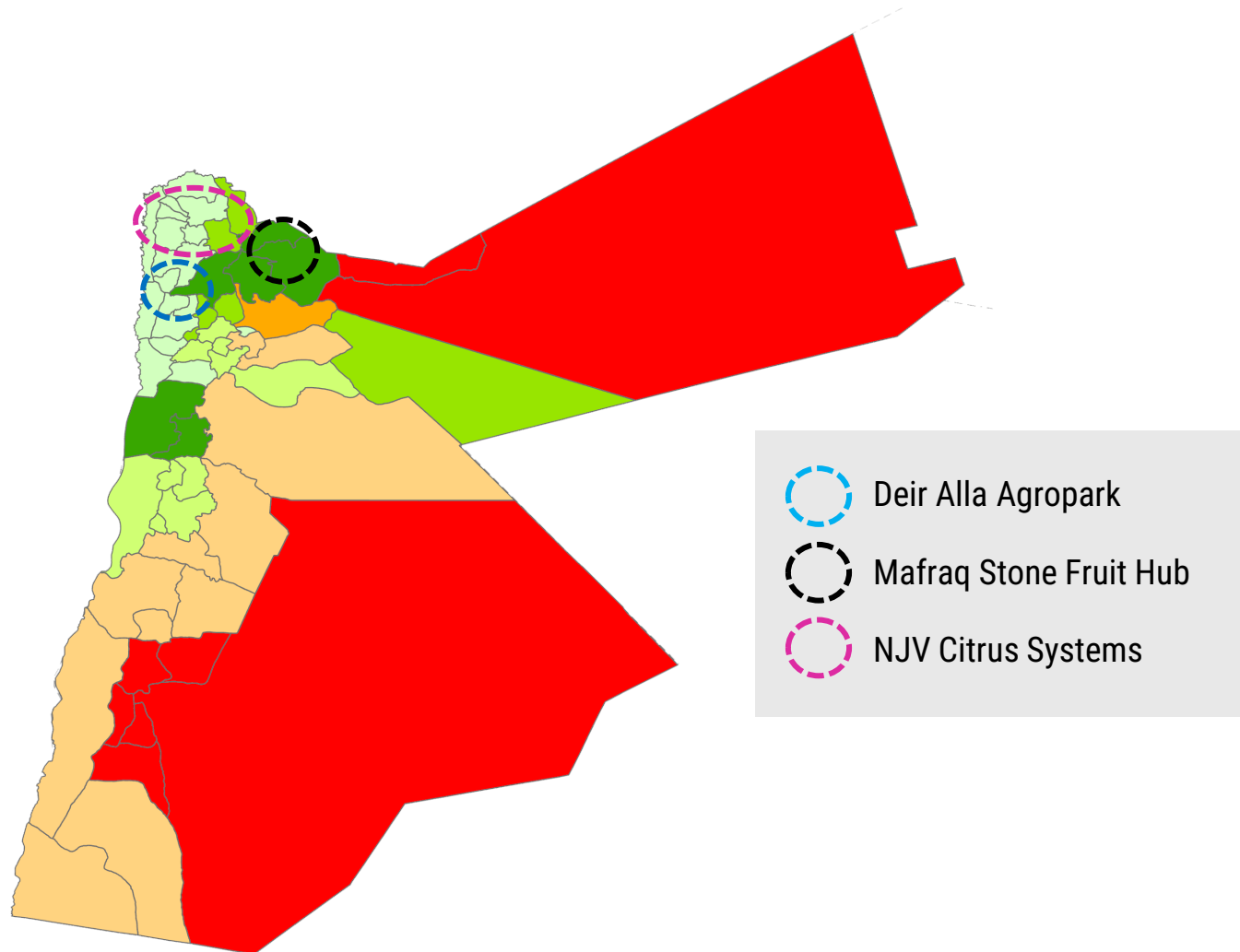
Access to Agricultural Finance

The Agricultural Credit Corporation financed more than 12,880 farmers and investors in 2025, including 33% women

Strong Policy Framework

National strategies support food security, agricultural development, sustainable agriculture, water management

How do we know where to target these investments?



FAO'S GEOSPATIAL PLATFORM HELPS IDENTIFY AREAS WHERE AGRICULTURAL POTENTIAL IS GREATEST.

INVESTMENTS ARE TARGETED TO ADDRESS THE SPECIFIC CHALLENGES OF EACH TERRITORY, MAXIMIZING IMPACT.

- Critical with moderate agricultural opportunities
- Medium priority with moderate agricultural opportunities
- Low priority
- High priority
- Medium priority with high agricultural opportunities
- Low priority with high agricultural opportunities
- High performance



How do these investments change the story?

RAISING PRODUCER INCOMES, REDUCING POST-HARVEST LOSSES AND CONNECTING HORTICULTURE PRODUCERS TO GROWING MARKETS

Deir Alla Agropark

Direct beneficiaries

2,038

Indirect beneficiaries

10,191

Per capita income increase

USD 716

Mafrq Stone Fruit Hub

Direct beneficiaries

250

Indirect beneficiaries

750

Per capita income increase

USD 735

Northern Jordan Valley Citrus Hub

Direct beneficiaries

831

Indirect beneficiaries

4,153

Per capita income increase

USD 669

How can you be part of this story?

THREE SIMPLE STEPS

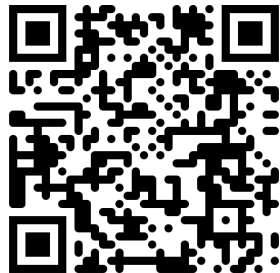
01 Explore the Investment Note

Download the **full investment note** or **investor deck** from the country page:



Access the most relevant document to you for more details on the country's investment cases.

02 Request a Bilateral Meeting



Schedule a one-on-one session with the country's delegation to discuss opportunities.



03 Join as an Investor/Partner



Engage with us as a DFI, MDB, or private investor to structure, derisk, and deploy capital.