

# 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 | USD 20.4M | 19-34% |
|---|---|---|
| Investment | NPV | 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 | USD 8.5M | 41.9% |
|---|---|---|
| Investment | NPV | 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 | USD 5.7M | 18.6% |
|---|---|---|
| Investment | NPV | 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

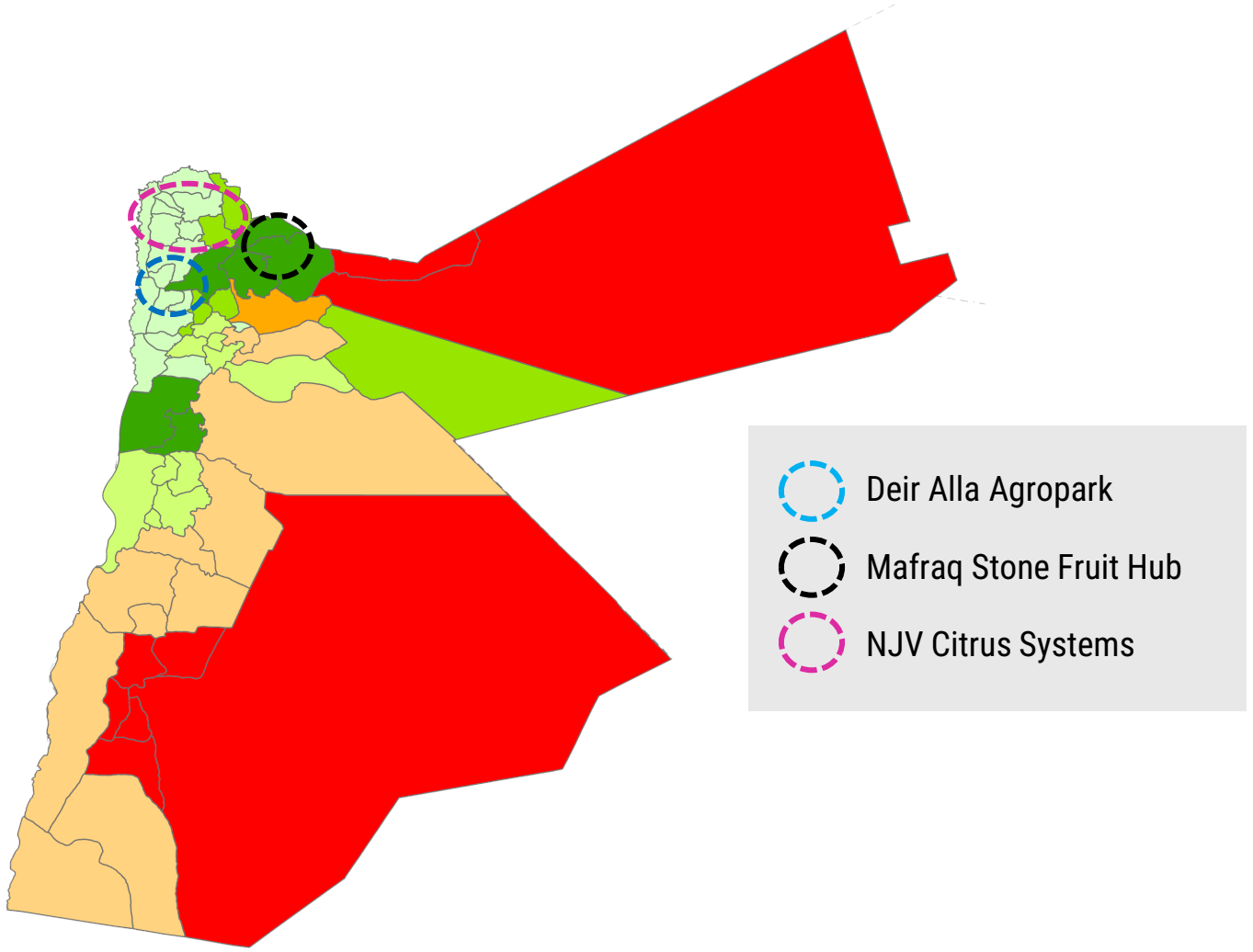
## Access to Agricultural Finance

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**

## Mafraq 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.