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Report Highlights:

The U.S.-Jordan bilateral food and agricultural products trade in calendar year CY 2017 (January-October) at \$273.6 million is up \$43.6 million or 19 percent compared to 2016. Food and agricultural trade between the two countries has grown with a compound annual growth rate of 3.6 percent [2012-16]. Although Jordan has traditionally been price sensitive, Jordanian consumer behavior is changing. Supermarket chains are the main channel for marketing imported food products. These target mainly middle- and upper-income consumers. Younger Jordanians are reportedly engaging in increased aspirational and lifestyle purchases thanks to increased exposure to global trends and brands.

SECTION I: MARKET OVERVIEW

The Hashemite Kingdom of Jordan (Jordan) is a relatively small, almost completely landlocked country in western Asia. It is strategically located at the crossroads of Asia, Africa, and Europe. It is the Arab country that shares the longest land borders (307 kilometers) with the State of Israel and (148 kilometers) with the West Bank.

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 Arab. 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 10.2 million inhabitants (Central Intelligence Agency – July 2017 estimate), is concentrated in the west and northwest of the country and in and around the capital city of Amman; there is a sizeable but smaller population located along the shores of the Gulf of Aqaba in the south. The country is predominantly urban with 84 percent of the population residing in urban areas; the urbanization rate is estimated at 1.26 percent per annum [2015-20]. The country's three largest cities include Amman (4.1 million), Irbid (1.8 million), and Zarqa (1.4 million). With a total land area of 88,802 square kilometers, Jordan is three quarters the size of Pennsylvania; slightly smaller than Indiana. The population is rapidly growing by some estimates as fast as 2.9 percent per annum; or adding a quarter of a million new consumers annually. The national population is projected to reach over 11 million by 2030.

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 accounts for about 4.5 percent of gross domestic product (GDP), employing by some estimates 2-3 percent of the labor force. Local agricultural production produces only a small share of the local food supply; Jordan is an insignificant producer of wheat.

There are reportedly some 964 square kilometers of irrigated land (2012 estimate). Jordan is a water poor country, characterized by the scarcity of renewable fresh water resources. It pulls 160 percent more ground water than is recharged through rainfall; it is estimated that by the end of this century, Jordan will receive 30 percent less rainfall than it does today. Averaging only about 135 cubic meters per capita for all uses, Jordan has one of the lowest levels of water availability; water for irrigation accounts for over 50 percent of the national usage. Reportedly water for irrigation remains heavily subsidized, which encourages waste and the continued planting of water intensive crops (e.g., tomatoes and bananas).

Since the onset of the civil war in Syria and resulting refugee crisis, one of Jordan's most pressing socioeconomic challenges has been managing the influx of over 654,000 UN-registered refugees, more than 80 percent of whom live in Jordan's urban areas. Jordan's own official census estimated the refugee number at 1.3 million as of early 2016. Sources indicate that the large number of refugees has impacted Jordan's social fabric, economy, and security.

The country's lack of natural resources (namely insufficient supplies of water, petroleum, and natural gas) and the large refugee inflow and regional turmoil are hampering growth. Energy imports account for 25-30 percent of Jordan's imports. Other economic challenges faced the government include high rates of poverty, unemployment and underemployment (especially among the youth), budget and current account deficits, and government debt.

Jordan is a developing economy, classified as a country of high human development with a lower-middle income economy (World Bank, July 2017 reclassification). With a 2017 nominal GDP of \$40.8 billion (estimate), it is one of the smallest economies in the Middle East. The country's nominal GDP is forecast to reach \$43.7 billion in 2018. Real GDP growth in 2017 of 2.3 percent remains modest; it is forecast to reach 2.8 percent in 2018 and forecast to rise to 3.0 percent in 2019. By some estimates, unemployment averaged 18 percent in 2017 and is forecast to drop to around 17 percent in 2018.

Large infrastructure and tourism projects (which include the construction of a new capital, housing, and a transport/logistics hub), as well as expansion of the electricity grid and development of both conventional and renewable energy sectors will help increase employment and spur growth. Jordan's skilled workforce makes the country attractive to investors; however, the business environment is constrained by fragile investor confidence due to rising debt levels, unemployment (owing to the influx of Syrian refugees), and poor legal rights for creditors.

Interest rate hikes and the government's budget consolidation measures in 2016 weighed down on income growth and consumer spending, which carried over into 2017. Private consumption reportedly grew about 2.9 percent in 2016 followed by 2.8 percent growth in 2017. Private consumption growth is being forecast by sources as reaching 3.3 percent in 2018 and 3.5 percent in 2019; this would be more in line with the pre-2016 private consumption growth levels that averaged roughly 3.3 percent [2013-15].

Jordan's per capita income and spending levels remain higher than the averages for the Middle East North Africa (MENA) region. In terms of GDP per capita, Jordanians saw estimated incomes in 2017 of about \$8,793 (in purchasing power parity terms), up \$93 from the previous year; expectations are that GDP per capita will grow to \$9,004 in 2018 and \$9,160 in 2019. Heavy immigration by Syrian refugees [2011-16] with little, or no income, has driven down Jordan's per capita income and spending levels notwithstanding an increase in total income and some expansion of the middle class.

Jordan counts in 2016 with an estimated 718,000 middle class households, which represent about 34 percent of the total number of households. The economically active population is calculated at some 6.25 million people, or 61 percent of the total population (including refugees). We estimate that the middle class (defined mainly as class b and c consumers) numbers around 2.0-2.2 million people.

Although Jordan has traditionally been price sensitive, Jordanian consumer behavior is changing. Younger Jordanians are reportedly engaging in increased aspirational and lifestyle purchases thanks to increased exposure to global trends and brands. Younger consumers (falling within the 15-32 cohorts) account for Jordan's largest gross income concentration given the country's demographics notwithstanding their relatively smaller incomes. Indications are that the demand for upscale goods and services will remain strongest through 2030 amongst the country's top income band (those making over \$150,000 per annum).

TABLE 1: Jordan, Main Economic Indicators, Expenditure of GDP (Percentage)

	2015 Actual	2016 Actual	2017 Estimate	2018 Forecast
Nominal GDP (\$ billions)	37.5	38.6	40.8	43.7
Real GDP Growth	2.4	2.0	2.3	2.8
Consumer Price Inflation	-1.6	0.8	3.3	4.3
Imports of Goods and Services (\$ billions FOB)	18.1	17.0	17.9	18.7
Private Consumption (% real change)	3.0	2.9	2.8	3.3
Public Sector Consumption (% real change)	2.0	2.1	2.0	2.1
Exports of Goods and Services (\$ billions FOB)	7.8	7.5	7.9	8.3
Unemployment Rate	13.1	15.2	17.9	16.8

Sources: Economist Intelligence Unit, Central Intelligence Agency, FAS Amman office research.

General and Agricultural Export-Import Trade Situation

The U.S.-Jordan bilateral food and agricultural products trade in calendar year (CY) 2017 (January-October) at \$273.6 million is up \$43.6 million or almost 19 percent compared to the same period in CY 2016. Food and agricultural trade between the two countries has grown with a compound annual growth rate of 3.6 percent [2012-16]. U.S. food and agricultural products exports to Jordan in CY 2017 (January-October) at \$262 million are up over \$43 million, increasing almost 20 percent compared to CY 2016.

Strongest U.S. export growth has been concentrated in the bulk commodities, led namely by U.S. corn and rice shipments. U.S. bulk exports to Jordan in CY 2017 at \$147 million are up almost \$33 million or 29 percent compared to 2016. U.S. exports of corn to Jordan at over \$26 million are up \$15.5 million or 143 percent compared to last year. FAS Amman attributes the rise in U.S. corn exports to improved price competitiveness against that of South American origins. Rice exports at \$90 million are up almost \$28 million or over 38 percent. Wheat exports at \$32 million however are down \$6 million or off by 16 percent compared to 2016. FAS Amman attributes the fall to Jordan shifting more of its wheat imports away from U.S. suppliers to lower cost Black Sea origins.

The consumer-oriented food products category is also performing well in tandem with an improving economic situation. U.S. consumer-oriented food product exports at \$91.5 million in CY 2017 are up \$12 million, an increase of over 15 percent compared to 2016. Particularly strong performers within this category have been exports of U.S. beef and beef products (\$6 million, up 47 percent), poultry meat and products (\$8 million, up 98 percent), tree nuts (\$44 million, up 20 percent), and condiments and sauces (\$8 million, up 12 percent).

Income inequality in Jordan is expected to gradually decrease through 2030. It is expected lower-income consumers will benefit from increased remittances inflows and government social spending. This should help support a rise in overall middle-class numbers.

In April 2000, Jordan joined the World Trade Organization (WTO), further integrating itself into the global economy and laying the groundwork for completing the U.S.-Jordan Free Trade Agreement. The U.S.-Jordan Free Trade Agreement (implemented on January 1, 2010) has expanded the trade relationship between both countries by reducing barriers, ensuring regulatory transparency, and requiring effective labor and environmental enforcement. In addition, the Qualifying Industrial Zones (QIZs), established by Congress in 1996, allow products to enter the United States duty-free if manufactured in Israel, Jordan, Egypt, or the West Bank and Gaza. The program has succeeded in stimulating business cooperation between Jordan and Israel.

In 2015, Jordan was a recipient of USDA's Food for Progress Regional (FFPr) program, receiving 100,000 metric tons (MT) of wheat delivered in the first half of 2016. Under the FFPr agreement, Jordan is using the monetized funds in agricultural development projects that include pesticide labs, quarantine station, sanitary-phytosanitary (SPS) border control centers, the Badia restoration, and a wastewater treatment plan. In 2017 Jordan received an additional 100,000 MT of wheat under the FFPr agreement; Jordan will use the monetized funds to draw, pump northwards, and treat fossil aquifer water for use by the city of Amman (see, [GAIN – Jordan Welcomes USDA/FAS Food for Progress 50,000 MT Wheat Shipment](#)).

Jordan has entered into several bilateral and multilateral trade agreements that include a regional Greater Arab Free Trade Agreement (GAFTA), the European Union (EU) Mediterranean Partnership, and most recently a free trade agreement (FTA) with Canada.

Jordan's exports of food products to the United States in CY 2017 at \$11.3 million are up almost four percent compared to the same period in CY 2016. Jordan's exports to the United States valued at \$13 million in CY 2016 recorded their highest export values since 1970. The bulk of Jordan's exports to the United States are consumer-oriented products such as snack foods (\$3.5 million, up 14 percent) and roasted and instant coffee (\$1.1 million, up 36 percent).

Advantages and Challenges Facing U.S. Products in Jordan

Advantages	Challenges
<ul style="list-style-type: none"> • The U.S.-Jordan FTA has made the United States one of Jordan's largest trading partners; setting tariffs at zero percent for most food products. 	<ul style="list-style-type: none"> • Cost of freight is high due to the distance. U.S. corn has lost its tariff advantage to competing suppliers.
<ul style="list-style-type: none"> • Jordanian officials' participation in FAS Cochran programs provides positive exposure to the U.S. regulatory system. 	<ul style="list-style-type: none"> • EU standards are being adopted.
<ul style="list-style-type: none"> • U.S. consumer products and brands in the market have a positive reputation. 	<ul style="list-style-type: none"> • Low purchasing power.
<ul style="list-style-type: none"> • Jordan prefers U.S. rice. The United States is viewed as a reliable supplier. 	<ul style="list-style-type: none"> • Increased competition from other rice origins.
<ul style="list-style-type: none"> • Jordan is a net food-importing country, dependent on imports for 90 percent of its consumption. 	<ul style="list-style-type: none"> • Jordan's free trade agreements with the EU, Canada and recently Turkey are increasing competition by diminishing tariffs.
<ul style="list-style-type: none"> • The market for imported foods continues to grow; Syrian refugees are bumping up demand for food. 	<ul style="list-style-type: none"> • Rumors of traders mixing U.S. rice with cheap, low-quality third country rice.
<ul style="list-style-type: none"> • The Jordan dinar (JOD) is pegged to the U.S. dollar (JOD 1.00 to \$1.41), making affordable for Jordanian consumers to purchase U.S. food products. 	<ul style="list-style-type: none"> • Tourism industry is threatened by regional political tension, which could negatively affect demand for U.S.-origin food products.

SECTION II: EXPORTER BUSINESS TIPS

Supermarket chains are the main channel for marketing imported food products. These target mainly middle- and upper-income consumers.

When dealing with Jordan, it is advisable that U.S. small- and medium-sized companies should find a Jordanian firm to represent them in the local market. It is advisable to take a long-term approach to the Jordanian market rather than seeking immediate returns. There exists however niche markets for higher-value products for upper-income consumers, where pricing is not necessarily a concern.

Be diligent in selecting an agent or a representative. Visits to Jordan and face-to-face meetings are highly recommended. Conduct a background check of the prospective partner before signing permanent contractual arrangements. The local partner selected should provide information on consumer trends, as well as identify niche markets, market development activities, and business practices.

It is highly recommended that U.S. companies enter the Jordanian market via a well-placed agent or distributor, particularly if working to capture government tender business for example. Established agents and distributors offer in-depth knowledge of local laws and regulations and can offer key introductions in a society that is relationship-based. Agents can coordinate transactions with Jordanian buyers, including after-sales services, and are committed to finalizing transactions to their client's satisfaction.

Additionally, agents and distributors perform a “public relations” role to introduce the U.S. brand, product, or services to a wide network of contacts within Jordan.

Road Map for Market Entry

FAS Amman recommends that U.S. exporters consider the following steps:

- Identify the distribution channel that will best fit the export company's market strategy
- Depending on the channel chosen, identify a strategic import partner
- Obtain the sanitary registration either directly or through a local partner
- Request import permits as required
- Forward to the import partner copies of customs clearance documentation prior to shipment
- Provide ongoing support to the importer to help build consumer demand

General Import and Inspection Procedures

Customs Tariffs and Taxes: Customs tariffs are based on the harmonized tariff system (HS) coding practice. Tariff tables for different products and commodities can be found on the [Customs Department website](#).

Additional taxes may apply to some products; a complete description of these commodities is also available at the Customs Department website. Detailed lists of general and special sales taxes can be viewed at [Jordan's Income and Sales Tax Department's website](#).

The Government of Jordan imposed a special tax on 12 luxury commodities with a value ranging between 5-25 percent as of February, 2013. For example, the government taxes dog and cat food at 20 percent.

Import Requirements and Documentation: Import licenses, valid for one year, are required for:

- Non-commercial shipments exceeding JOD 2,000 (equivalent to \$2,820)
- Biscuits of all types
- Mineral water
- Dried milk for industry use
- Items that require prior clearance from the respective authorities

Items that require prior import clearance include live animals, fresh/chilled/frozen beef and beef products, frozen animal semen, and milk products (under the purview of the Ministry of Agriculture). Imports of barley, rice, wheat, flour, sugar, and corn fall under the purview of the Ministry of Industry and Trade. Medications and antibiotics, athletic food supplements, potassium bromide, food dyes, ice cream, and baby food fall under the purview of the Ministry of Health. Items that do not need an import license may be subject to prior authorization by the appropriate government ministry.

Any imported agricultural or food product may be inspected and tested for human consumption. Virtually all prepared and mixed foods are tested at the border. The Jordan Food and Drug Administration (JFDA) will inspect food products at the retail and wholesale levels. A representative may enter any locality and collect samples for testing. If a product fails to meet technical requirements or is found unfit for human consumption, it is removed from the distribution channels and destroyed.

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. These standards should be consulted to make sure that any additives are permitted.

Goods entering the country under temporary entry status, bonded goods and goods benefiting from the investment promotion law are exempt from import licenses. For additional information, see the [Jordan Department of Statistics](#).

For shipments to Jordan, exporters are required to provide a certificate of origin, a commercial invoice, an airway bill, and a packing list. A customs declaration is also required, but only an authorized forwarding agent in Jordan can process the declaration, which must be filed electronically.

Regarding a U.S. Certificate of Origin for Exporting to Jordan, a general certificate of origin is acceptable and can be downloaded from the [Trade Information Center's website](#).

Both the commercial invoice and the certificate of origin must be certified by the National U.S.-Arab Chamber of Commerce, and then legalized by the Jordanian Embassy or Consulate. Please see the website of the [National U.S.-Arab Chamber of Commerce](#).

Invoices do not have to be written in Arabic, but the importer is required to provide an Arabic translation. Typically this requirement is met by having the importer hand-write the translation on the actual invoice. Exporters should be aware that commercial invoices for all shipments from the United States must bear a notarized affidavit. Jordanian Customs may request other documents related to the shipment as needed.

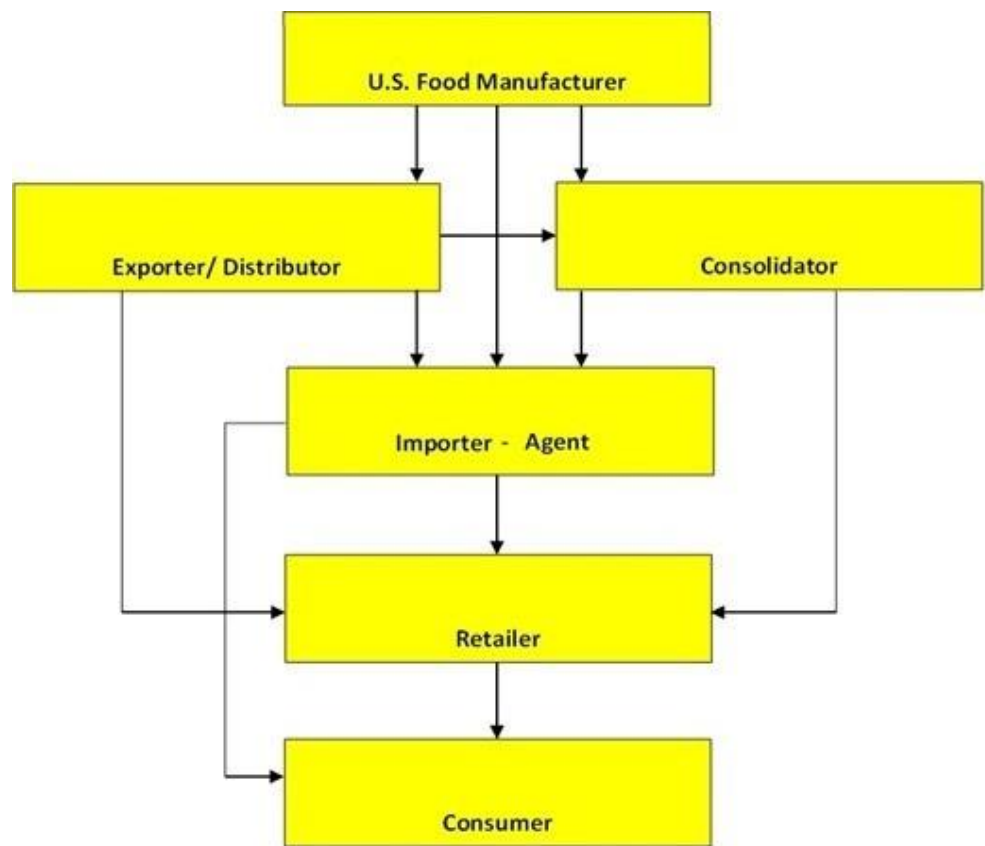
Labeling and Marking Requirements: Imported products must comply with labeling and marking requirements issued by the Jordan Standards and Metrology Organization (JSMO). It is strongly advised that the supplier ask the importer to provide an authenticated copy of the latest Jordanian standard for the type of the product to be exported to Jordan; failing to meet the Jordanian standard “equitable to international standards” will lead to the rejection of the consignment and its return to the country of origin.

Importers are responsible for informing foreign suppliers of any applicable labeling and marking requirements. All labels must either be in Arabic or have a stick-on label in Arabic. Nutritional labeling is mandatory for certain categories of food, including infant formula and food for dietary use. In general, the label should contain the name of the product, the manufacturer's name and address, net weight, fortifying matter, lot number and best before date. A food shipment may be rejected based on ambiguous labeling content. For information on food labeling and packaging, contact the JSMO and the [Jordan Ministry of Health](#).

Export certificates are required by Government of Jordan for a number of food products. For more details, see [FAIRS – Jordan Narrative 2017 Annual report](#) (the Certificate report will be available in late December 2017). See also the [Jordan Food and Drug Administration](#) for additional information.

SECTION III: MARKET SECTOR STRUCTURE AND TRENDS

Market Structure



In Jordan, only a few importers specialize in one product. Most importers are generalists who import a wide range of food products. It is important for U.S. exporters to work with someone locally who knows the market well for a specific product.

The Amman governorate, which encompasses the capital city of Amman, accounts by some estimates for about half of the country's total consumer expenditure. Amman is Jordan's largest city, which also counts with relatively high levels of average per household spending. Average expenditure in 2016 for upper-income households is reportedly \$39,000 (with an estimated 20 percent of discretionary spending going to food purchases). Middle-income households on average spent \$14,000 (with an estimated 40 percent of discretionary spending going to food purchases).

Distribution and Sales Channels: There are several border crossings in Jordan, but goods generally arrive through the Port of Aqaba or Queen Alia International Airport. They are distributed to their final destinations by road. Local representation is very helpful in dealing with customs and customs clearance agents. Jordan's retail network is transitioning from traditional shops and markets to American-style malls and hypermarkets. Several large malls have opened in Amman and there are plans for outlet stores in southern Amman. On-line and mail ordering is popular. Marketing via internet is

possible, but is still a nascent channel, as there is a low internet penetration rate in Jordan and consumers tend to consider internet shopping to be insecure.

Trade Promotion and Advertising: U.S.-style promotion is gaining popularity. There are a number of trade fair events where U.S. exporters can participate, and many Jordanian business people attend major regional fairs, such as those held at [Gulfood](#) in Dubai.

Advertisement in newspapers, radio, and business journals as a means to locate agents, distributors or buyers can also be done. Billboards and electronic screens are also available. Cell phones are ubiquitous in Jordan and an increasing number of notices and advertisements are sent via SMS.

Magazines are more numerous and of better quality than before. They offer good access to the more affluent sector of society. There are a number of regional business magazines and sector-specific magazines distributed throughout the Middle East that can also offer useful advertising opportunities. There are a number of [Jordanian newspapers](#) that can be accessed online as well.

Pricing: Local importers base their pricing on the export price, freight costs, applicable import tariffs and taxes, the 16 percent sales tax (depending on the product), and profit margin. U.S. manufacturers and suppliers should, however, coordinate with local representatives before assigning a final price to a product. The Jordanian market is generally price-sensitive. Products with higher prices than the competition will need vigorous marketing support and must be of demonstrably higher quality.

Franchising: Jordanians are enthusiastic about U.S. franchises and local investors are increasingly interested in franchising, especially in the service sector and the quick service restaurant industry. The Jordanian market, however, cannot absorb large numbers of a single franchise. U.S. retail and service franchises have significantly increased in the last several years. Examples of recent franchises include: TGI Fridays, Applebee's, and Ruby Tuesdays. Other franchises in the fast food industry, such as KFC, Pizza Hut, Ponderosa Steakhouse, McDonald's, and Burger King have been in the market for several years.

Several new malls have opened in the capital in recent years; others are under construction, and there are plans for outlet stores in Amman's southern suburbs. These projects are expected to generate opportunities for additional retail franchises.

Direct Marketing: U.S. companies can use a direct marketing approach for their products to end users in the government and private sectors in Jordan; however, in general, it is recommended to work through a local representative. American companies can find competent local firms that are capable of organizing marketing campaigns for their products through a wide range of media.

Joint Ventures/Licensing: Joint ventures with Jordanian partners are one means of penetrating the local market. A joint venture is confined to the special relationship between partners, as specified in the joint venture agreement, and is essential in some services where foreign ownership/share of companies cannot exceed 50 percent.

SECTION IV: BEST HIGH-VALUE PRODUCT PROSPECTS

TABLE 2: Best Consumer-Oriented Product Prospects

Product / Product Category	2016 Market Size \$ million	2016 Imports \$ million	2012-2016 Average Annual Import Growth	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness for USA
Bovine meat	\$132	\$132 (34,218 MT)	NA	0%	Competitors: Brazil (30%), India (32%), South Africa (12%), Australia, and New Zealand (8.5%) each, the United States comes in further down in the list. Economic hardship and the spike in the cost of living in 2016 decreased the purchase power of Jordanian potential consumers.	With \$6 million in export sales, out of the market size of \$132 million, the United States has good potential to expand the market share. With tourism returning, demand is poised to grow for U.S. beef in the high-end hotel and restaurant sector. Economic recovery/ growth in 2018/19 should help increase demand for U.S. product. Jordan's domestic production of bovine boneless is sold fresh.
0802.12 Almonds, No Shell	\$32	\$32 (4,141MT)	NA	0%	No major competitors: Spain only accounts for 2% market share.	With more than 98% of the market share, the United States is the largest supplier.
0802.32 Walnuts, No Shell	\$12	\$12 (1,903 MT)	NA	0%	Competitors: Black Sea origin	With \$8 million in export sales, the United States is the largest supplier (66% market share).
2103.90 Sauces NES	\$14.7	\$14.7 (7,250 MT)	NA	0%	Competitors: Saudi Arabia, UAE, and Oman (combined) (37.5%).	With \$5.56 million in export sales, the United States is the largest supplier (40% market share). Post anticipates increased demand due to the expansion of the Jordanian food processing industry.

Note: Percentages have been rounded. NA = Not Available.

Sources: FAS-UNTrade, Jordan Department of Statistics, Euromonitor International, FAS Amman office research.

SECTION V: KEY CONTACTS AND FURTHER INFORMATION

U.S. Embassy Amman, Foreign Agricultural Service (FAS) Office of Agricultural Affairs
Mailing Address: FAS OAA • P.O. Box 354, Amman, Jordan
Phone: (962-6) 590-6056 • Fax: (962-6) 592-0146 • E-mail: Mohamed.Khraishy@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, and Food Processing Ingredients Sector 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 Department of Statistics

Jubeiha, Amman, Jordan
Tel: (962-6) 530- 0700 • Email: stat@dos.gov.jo • Website: <http://dosweb.dos.gov.jo/>

Jordan Standards and Metrology Organization

Tel: (962-6) 568-0139 • Fax: (962-6) 568-1099 • Website: www.jsmo.gov.jo (note, the window must be closed be redirected to the working site)

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

APPENDIX - STATISTICS

Table A: Key Trade and Demographic Information

Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%) ^{1/}	\$4.2 billion/ 5.8%
Consumer Food Imports From All Countries (\$Mil) / U.S. Market Share (%) ^{1/}	\$2.3 billion/ 5%
Edible Fishery Imports From All Countries (\$Mil) / U.S. Market Share (%) ^{1/}	\$53 million/ 0.5%
Total Population (Millions) / Annual Growth Rate (%)	10.2 million/ 2.9%
Urban Population (Millions) / Annual Growth Rate (%)	8.6 million/ 1.26%
Number of Major Metropolitan Areas (over 1 Million)	Three Metropolitan Areas Amman (capital) 4.2 million Irbid 1.8 million Zarqa 1.4 million
Size of the Middle Class (Millions) / Growth Rate (%)	~2.0-2.2 million/ NA
Per Capita Gross Domestic Product (U.S. Dollars)	\$8,793 PPP
Unemployment Rate (%)	18%
Per Capita Food Expenditures (U.S. Dollars)	\$1,080 (2016)
Percent of Female Population Employed	17.7%
Exchange Rate (December 2017)	JOD 1.00 = \$1.40

Note: NA = Not available.

Sources: (1) FAS-UNTrade, Jordan Department of Statistics, Economist Intelligence Unit, Central Intelligence Agency, USDA-Economic Research Service, World Bank, FAS Amman office research.

Table B: Consumer Food and Edible Fishery Product Imports (2016) (\$ millions)

Jordan Food Imports	Import from the World			Import from the U.S.			U.S. Market Share		
	2011	2012	2013	2014	2015	2016	2014	2015	2016
	4	5	2016	2014	15	2016	14	2015	16
	Commodity Category								
Meat and edible meat offal	432.5	435.1	355.7	31.1	22.6	12.9	7.2%	5%	3.6%
Fish and crustaceans, mollusks and other aquatic invertebrates	51.8	61.1	53.9	0.6	0.2	0.8	1.1%	0.4%	1.5%
Dairy produce; birds' eggs; natural honey; edible products of animal origin	32.84	30.7	252.7	7.8	5.1	4.7	2.4%	1.7%	1.9%
Edible vegetables and certain roots and tubers	120.0	107.1	120.5	1.4	0.9	1.5	1.1%	0.9%	1.3%
Edible fruit and nuts; peel of citrus fruit or melons	253.6	319.4	321.4	34.7	47.2	47.7	13.5%	14.7%	14.9%
Coffee, tea, mate' and spices	121.5	147.7	140.0	0.8	1.1	1.1	0.6%	0.7%	0.8%
Preparations of meat, of fish, or of crustaceans, mollusks or other aquatic invertebrates	88.2	75.5	81.6	0.7	0.4	0.4	0.8%	0.5%	0.5%
Sugars and sugar confectionery	230.3	207.6	232.1	1.7	1.3	1.6	0.7%	0.6%	0.7%
Cocoa and cocoa preparations	72.1	76.9	74.3	2.2	2.1	1.6	3.1%	2.7%	2.1%
Preparations of vegetables, fruit, nuts or other parts of plants	89.8	92.3	109.2	4.8	4.9	3.5	5.4%	5.3%	3.2%
Miscellaneous edible preparations	237.5	249.1	264.0	21.8	22.8	24.2	9.2%	9.2%	9.2%
Beverages, spirits and vinegar	114.6	127.7	137.4	1.9	2.2	3.0	1.7%	1.7%	2.2%
Fish and Sea Food Products									
0303- Fish, frozen	N A	N A	N A	.206	41	.245	---	---	---

0304 - Fish fillets chilled or frozen.	N A	N A	N A	.333	.180	.46 1	---	---	---
0305 - Fish, dried, salted or in brine; smoked fish	N A	N A	N A	.004	.004	.03 5	---	---	---
0306 - Crustaceans, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine	N A	N A	N A	.006	---	.04 2	---	---	---
0307 - Mollusks, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine	N A	N A	N A	.004	---	---	---	---	---

Note: Based on latest full calendar year 2016 (January-December) data. NA = Not Available.

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

Table C: Top 15 Suppliers of Consumer Foods and Edible Fishery Products (2016) (\$ millions)

	2014	2015	2016
Saudi Arabia	366	NA	357
Argentina	320	NA	289
Brazil	226	NA	199
USA	247	NA	239
Romania	317	NA	563
India	271	NA	161
Egypt	173	NA	186
Ukraine	187	NA	96
U.A.E	148	NA	188
Syria	94	NA	64
Thailand	105	NA	70
Lebanon	60	NA	35
Turkey	94	NA	87
Russia	102	NA	143
Netherlands	91	NA	96
Australia	164	NA	119

Note: Based on latest full CY 2016 (January-December) data. NA = Not Available.
Source: Jordan Department of Statistics, FAS Amman office research.