

<b>Post Harvest Activities – Fruit and Vegetables</b>		
<b>Sector:</b> Agriculture	<b>Project Value:</b> JD8M	<b>Location:</b> Jordan Valley
<p><b>Potential Opportunity</b></p> <p>Industries in Jordan face a number of similar cross cutting issues: branding, promotion, packaging, storage, transport etc. The agriculture sector is a prime example – Jordan Valley farmers can produce all year round, but face major difficulties getting produce from the farm to the market. A major reason for these difficulties is the small size of individual land holdings, which means that few farmers can generate the sort of surpluses that would support investment in post harvest facilities for sorting, grading, packaging, labelling, and marketing of their produce.</p> <p>The National Agricultural Strategy recognizes the problems in marketing agricultural produce and the Ministry of Agriculture is endeavouring to promote formation of an agricultural marketing company to help address them. The risk is that a top down led approach may prove unsustainable.</p> <p>The challenge is to enrol farmers in the development of post harvest marketing initiatives, and ensure that they have a stake in the success of the outcomes. The opportunity is the formulation of a strategic orchard to market approach that enables the industry to aggregate production and take up the challenges of packing and processing with the aim of obtaining optimum prices.</p>		
<b>I. Description of the Business</b>		
<p>Fruit packing and marketing business that is fully integrated with on farm (orchard) activities of participating farmers. The business will manage and own the necessary post harvest facilities needed to process, store, package and market produce internationally.</p>		