



بسم الله الرحمن الرحيم
السلام عليكم ورحمة الله وبركاته

JEPA

**Jordan Exporters and Producers Association for Fruit and
Vegetables**

Welcomes All Distinguished Guests

5/3/2015





EUROPE

ITALY

GREECE

TURKEY

ASIA

SPAIN

Mediterranean Sea

ATLANTIC OCEAN

Rabat

Algiers

Tunis

TUNISIA

Tripoli

MOROCCO

ALGERIA

LIBYA

LEBANON

Beirut

SYRIA

Damascus

Baghdad

IRAQ

IRAN

Jerusalem

Amman

JORDAN

Cairo

EGYPT

Nile River

SAUDI ARABIA

Riyadh

BAHRAIN

QATAR

Doha

UNITED ARAB EMIRATES

Abu Dhabi

Muscat

OMAN

ARABIAN PENINSULA

YEMEN

Sana

Khartoum

SUDAN

DJIBOUTI

Djibouti

SOMALIA

Mogadishu

INDIAN OCEAN

COMOROS (off map)



THE ARAB WORLD

WESTERN SAHARA (claimed by Morocco)

MAURITANIA

Nouakchott

AFRICA

JEPA

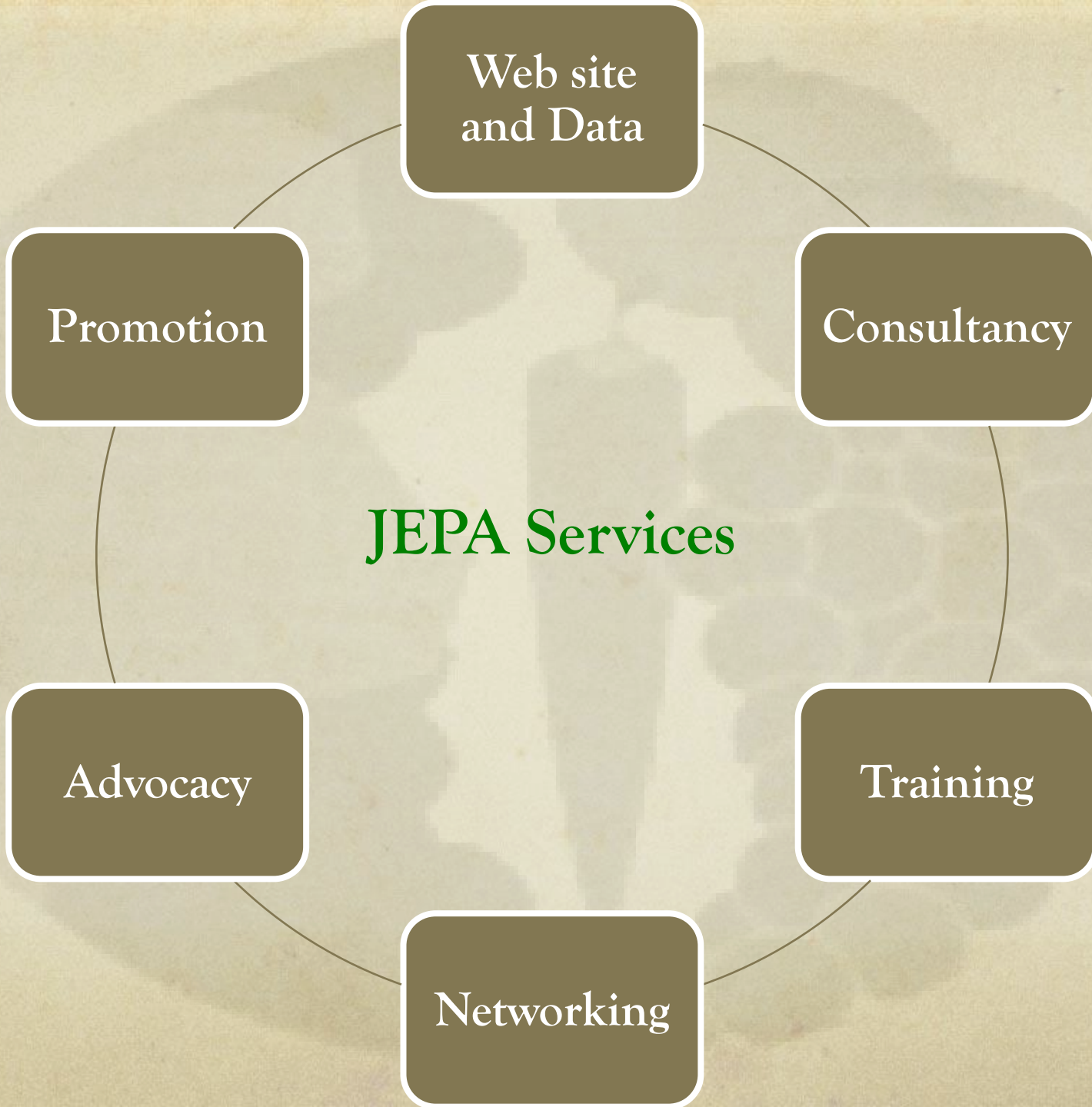
- JEPA was Established in 1994.
- JEPA is a non-profit organization(NGOs).
- JEPA is the only business association in the horticulture Sector in Jordan, JEPA's members constitute a diverse range of businesses and interests: growers, importers, exporters, packing houses, input supply companies, nurseries, and other related businesses.
- JEPA holds the Mark of Best Practices awarded by King Abdullah II Center for excellence (2006 and 2009).

JEPA Vision

JEPA is recognized by all horticultural stakeholders in Jordan as a high quality service provider association dedicated to improving and promoting the competitiveness of Jordan horticultural produce in the global market.

JEPA Mission

To improve competitiveness of Jordanian Horticultural fresh produce in the domestic and international commerce by providing high quality technical and information services and enhancing business dealing between all stakeholders in the horticultural sector.



JEPA Services

1. Website and Database :(www.jepa.org.jo)

- Dynamic Informative web site Includes: Production, Pricing, Rules and Regulations, Commerce, Specifications, Standards, Market Events, Competing Countries, Research and Studies.
- Linked to all relevant stakeholders.
- Providing Regional and Global MIS (Marketing information system) in cooperation with MOA, NCARE, JEDCO and 6 international information centers.
- Virtual Fair.
- Production Map.

JEPA Services

2. Consultancy :

- Provides advisory and training services for acquirement of international certificates such as Global Gap, HACCP, BRC, ISO(22000, 9001) and Organic, at very competitive rates and follow-up to maintain the highest level of commitment to these standards.
- Provides Market intelligence services.

JEPA services

3.Promotion :

- Organizes and participates in National and International **specialized fairs**.
- Promotes the comparative advantage of Jordan's fresh produce globally.
- Conducts **trial shipments** for: new targeted markets and existing markets (for quality assurance purposes).
- Organizes **trade missions**.
- Organizes **field days** for members, stakeholders and partners.

JEPA services

4-Training :

Training of members, non-members, stakeholders and JEPA staff directly or in cooperation with other local and international organizations and conducting awareness programs as well as workshops on different topics of focus.

5- External benefits and Networking:

JEPA signed many agreements , MOU's ,with other parties to benefit its members in training, extension services, research , health insurance...

JEPA services

6- Advocacy:

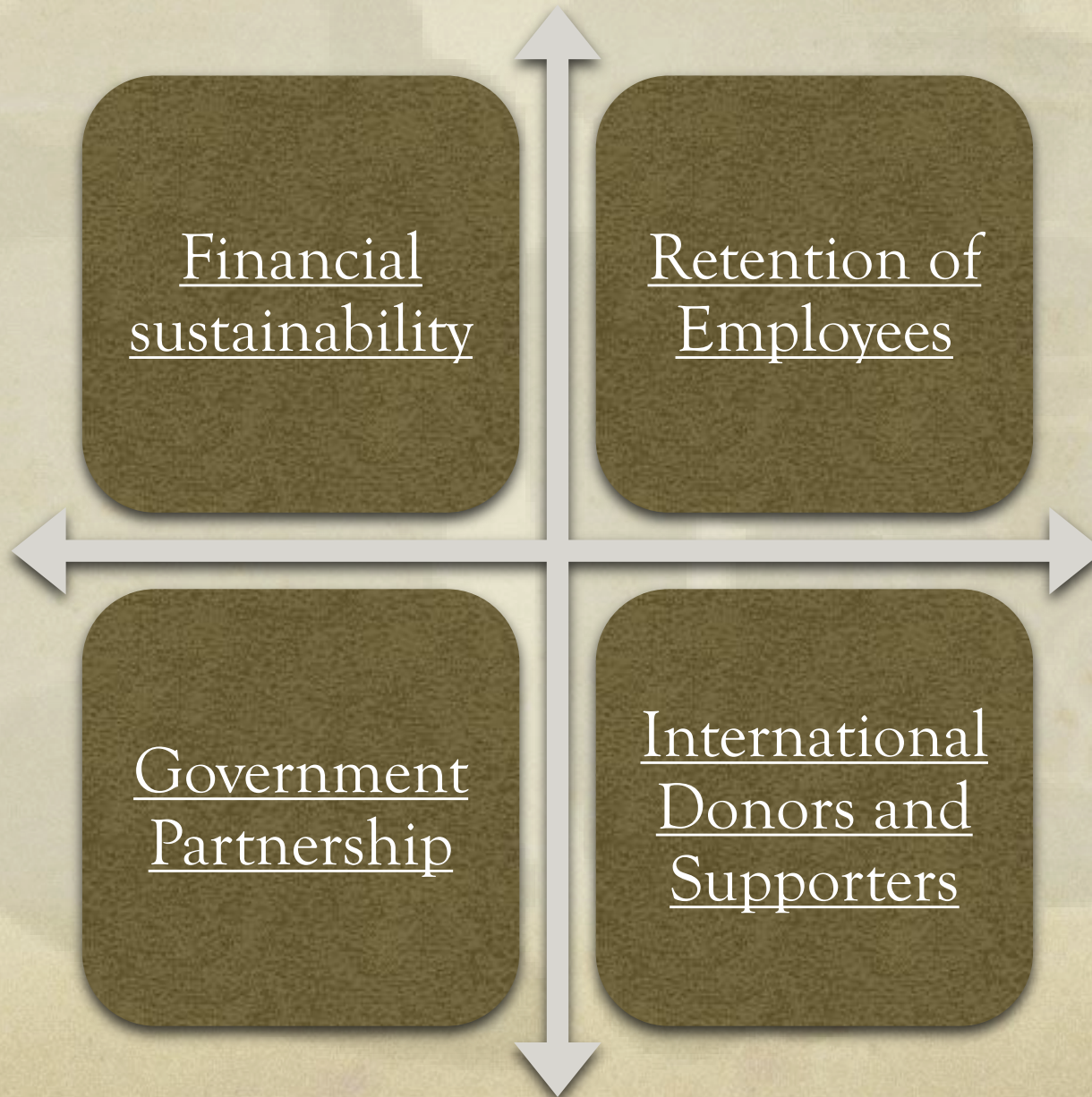
Since JEPA one of the major representative of a diverse Agri-business interest, it has positioned itself in different committees and has voiced the Jordanian agricultural needs and problems locally and internationally, both in the government and the private sectors.

- The Higher Agriculture Council.
- The partnership council between private and governmental sectors in the MOA.
- Committee of whole sale central market for vegetables and fruit in Amman.
- Fruit and vegetables permanent technical committee in JSMO.

Direct contribution of JEPA services 2006-2015

- Organized and participated in 35 Exhibitions and fairs:
 - Local:15
 - International:18
- Conducted 18 Trade missions (buyers and exporters) and exploration tours in Eastern and Western Europe and Gulf states.
- Conducted 25 Trial shipments to global markets.
- Prepared 110 farms and packing centers for certification in accordance with International standards (GlobalGap and HACCP) and ISO (22000,9001)
- Conducted 50 Workshops and seminars.
- Trained 100 members on pre and post harvest related focuses.

JEPA Challenges



JEPA Challenges

1. Financial Support

JEPA's annual budget in the past five years was JD 100,000 , the only fixed source of income is annual membership fees, which is approximately 15,000 JDs, thus wasting our efforts and energy into locating the rest of the necessary funds to sustain our association and services.

The inconsistency and changing priorities of donors made it difficult for JEPA to plan, forcing JEPA to limit it self to yearly short term plans.

- JEDCO has always been and remains a main supporter for JEPA and JEPA programs.
- Jordan and Amman Chamber of commerce support JEPA.
- The U.S. government had been supporter for JEPA in previous years.
- Other European governments have supported JEPA for small projects.
- The European Commission was also a supporter for JEPA.
- Donations and contributions from JEPA members.

JEPA Challenges

2. Retention of Employees

JEPA trains all its staff extensively, thus making them attractive to head hunters.

Since JEPA has limited resources, the salaries are minimal, which affects the sustainability of our services due to the loss of our employees.

3. Government Partnership

Even though JEPA is present with the government in many different councils, these councils do not meet on regular basis; the government tends to take decisions that affect the sector without taking into consideration the private sector's needs and opinions.

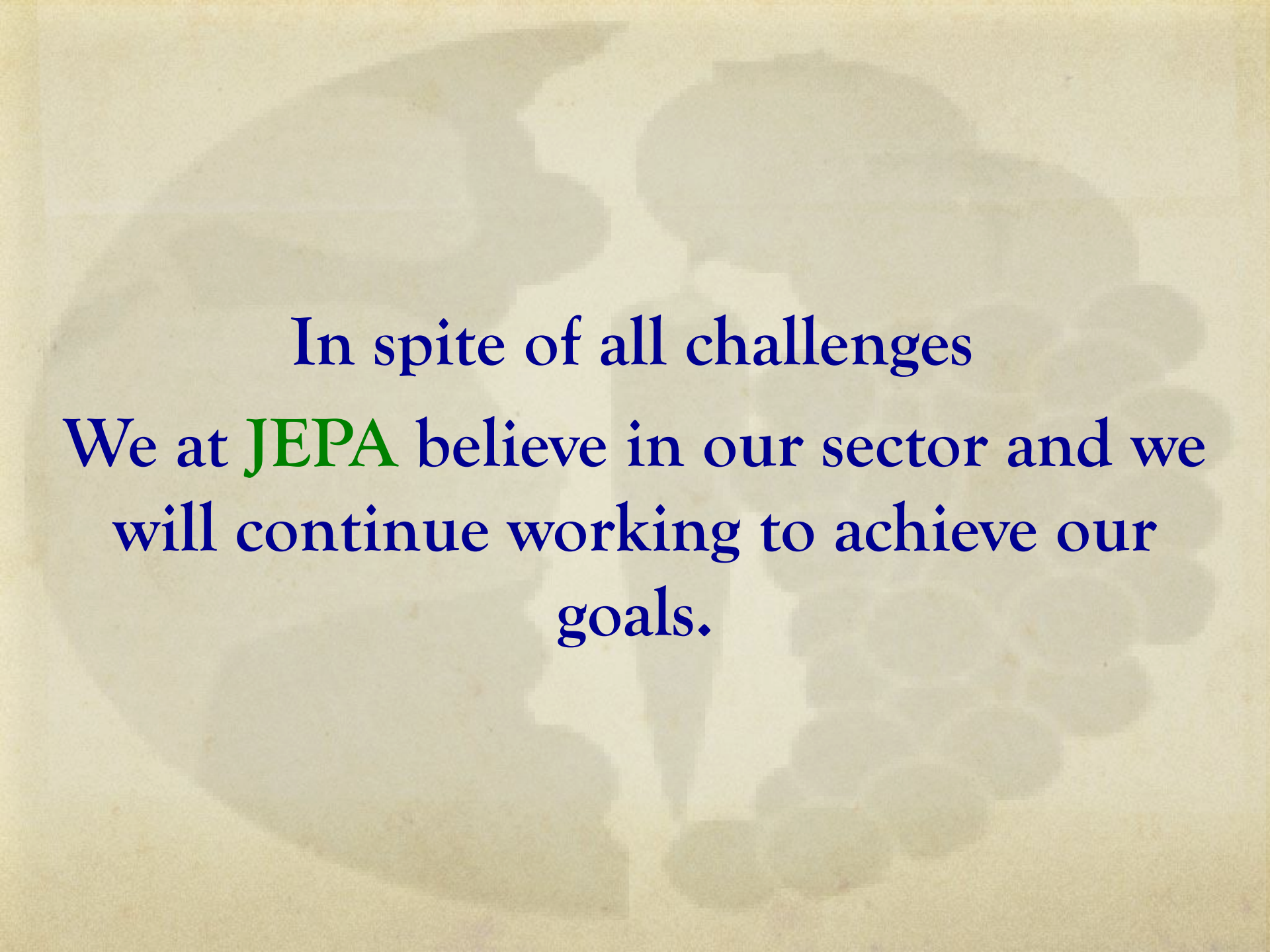
JEPA Challenges

4. International Donors and Supporters

Many of the International donations and programs in Jordan are not designed to meet the actual, practical and specific needs for Jordan. Since Jordan is in need of every donation and support, the trend has been to accept them as they are.

This results in minimal benefits from such programs and donations.

This will affect the decision makers in the International community when they look at the funds and efforts that were spent on our agriculture sector and the minimal results obtained.



In spite of all challenges
We at JEPA believe in our sector and we
will continue working to achieve our
goals.

Threats

- *Lack of funding:

Lack of major support will reduce the small farmers and they transfer there agriculture business to another industries, leading to the loss of agriculture labor, which will increase the unemployment rate in the agriculture sector.

- *Low total investment in targeted sector

- *Insignificant impact on the laws and regulations

- *lost our share in region and international market

- *Dependency on aid and subsidies

- *Low total investment in targeted sector

- *Poor image of exported products of some members

- *Loosing members and employees

Direct Impact and Contribution of JEPA

- Reopening of **Saudi market** for Jordanian vegetables after 20 years of boycott.
- Exempting **sales taxes** on agricultural Inputs.
- Establishing the **Cold Storage** Facility in Queen Alia International Airport.
- Setting up foreign **labor policies** to avoid escape of foreign workers from the agricultural sector to other sectors.
- **Transfer of knowhow** and new technologies to neighboring countries.

Examples of JEPA Members' Accomplishments

1. Adopting **latest technologies** in farming and spreading it.
2. Optimal utilization of **water resources**.
3. Increasing **the income** of rural areas for local Jordanian families through contract farming.
4. Creating **jobs** for Jordanians in rural areas.
5. Providing **safe produce** to both local and international markets.
6. Increasing **commercial trade** balance between Jordan and different countries.
- 7. Extension services** and training for small farms and farmers.
8. Respecting **IPR** (Intellectual Property Rights) by either growing patented varieties and paying royalties or by producing such varieties under license in Jordan and maintaining the rights for the owners.

Facts and Figures

Vegetable Exports 2012-2014 (quantity in ton)

	2012	2013	2014
Rest of the world	55179.209	29086.8	22341.428
Arab countries	636573.476	624402.6	744295.0
Total	691752.685	653489.4	766636.4

Fruit Exports 2012-2014 (quantity in ton)

	2012	2013	2014
Rest of the world	2485.255	9209.2	3142.3
Arab countries	106831.645	131106.5	117754.7
Total	109316.9	140315.7	120896.9

Future Goals

- Increasing our exports to European markets and increasing added value of our exports in other markets.
- Increase services provided by JEPA and enhancing existing ones.
- Certifying all of the export farms in Jordan.
- Creating a JEPA brand for quality assurance and standards.
- Regulating contract farming and setting a judiciary entity for mediation.
- Introducing renewable energy resources in farms, i.e. solar and wind energy.
- Training Jordanian labor , ultimately increasing the percentage of local labor.
- Introducing newest technologies for irrigation, and farming techniques and practices.

In Conclusion...

We hope that both International countries and our own government, realize the potential and importance of the horticultural sector for Jordan and its impact on the Jordanian economy.

We need fixed and consistent support to sustain JEPA Services.

We need support setting up a new strategic action plan, as well as funding its projects.

A faint, light-colored illustration serves as the background for the slide. It depicts a hand, possibly a woman's, holding a large bunch of grapes. The hand is positioned on the left side, with the fingers gently cupping the base of the grape cluster. The grapes are rendered as numerous small, round shapes, some with a slight shadow, giving them a three-dimensional appearance. The overall style is soft and artistic, typical of a watercolor or pastel drawing.

Some Picture For JEPA Activities

JEPA Exhibition 2007 Amman



02/08/2007 06:45 AM

Sawsana Exhibition 2010 Amman



Anuga Cologne 2007-Germany



09/08/2007 08:05 PM

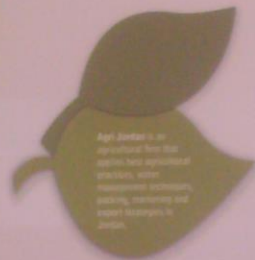
Jordan Exporters & Producers Association
Four Fruit & Vegetables

Fruit Logistica 2012-Germany

Agri Jordan

DATES OF JORDAN

Agri Jordan



Agri Jordan is an agricultural firm that applies best agricultural practices, water management techniques, packing, marketing and export strategies in Jordan.

Agri Jordan aims to spearhead sustainable agricultural business enterprise development in Jordan.



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DATES OF JORDAN



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Progressive Agricultural Investment Co. L.L.C.

www.datesofjordan.com

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Finest Medjool Dates from the Jordan Valley

ACCIP

9001:2000

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OBALGAR

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Fruit Logestica 2015-Germany



Fruit Logestica 2015-Germany



18 Trade missions (buyers and exporters) and exploration tours in East and West Europe and Gulf states.



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Workshop -Ghour Al Safi /Jordan Valley



Workshop -Northern Ghour /Jordan Valley

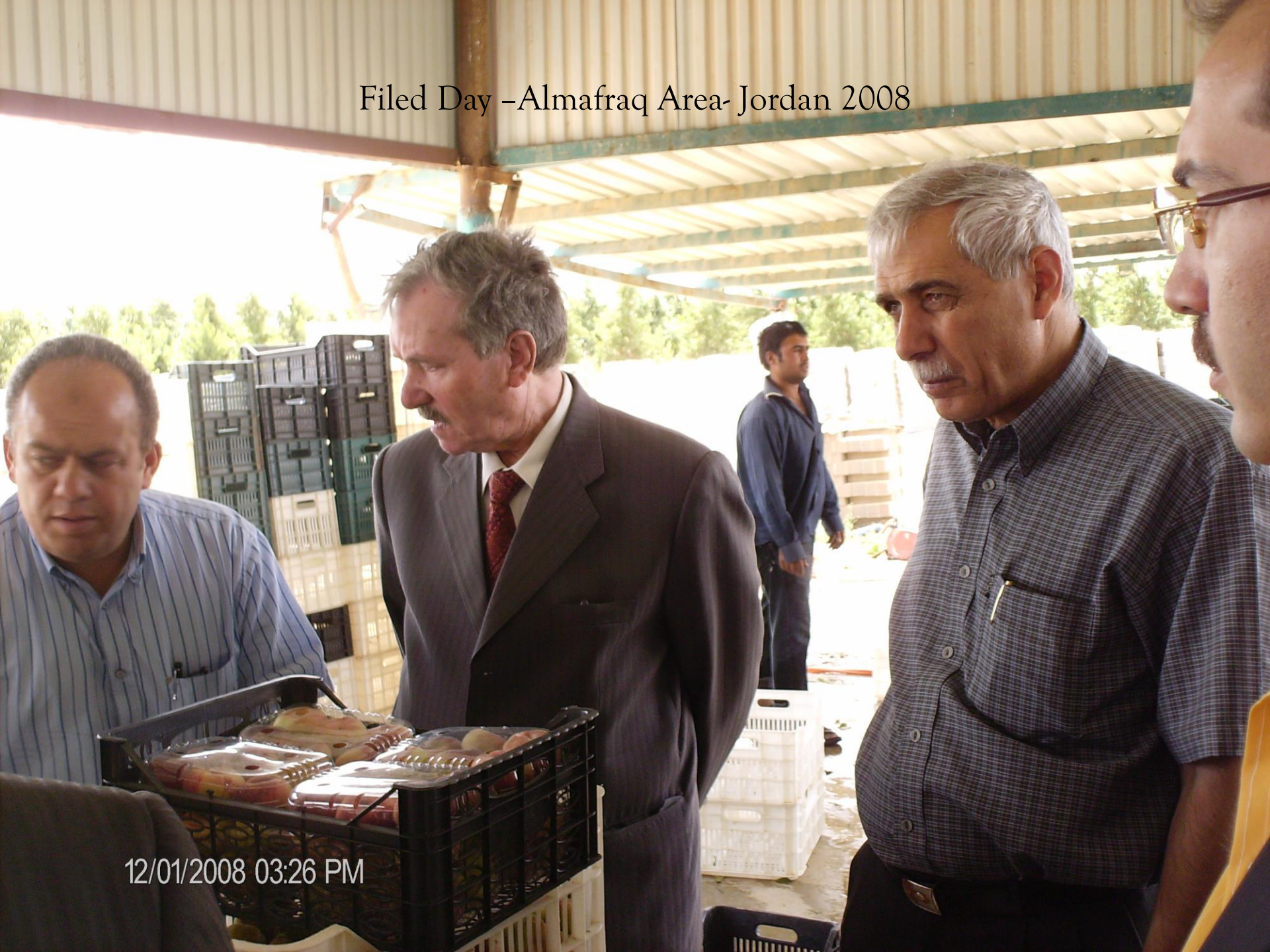


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JEPA Action Plan Meeting



Filed Day -Almafraaq Area- Jordan 2008



12/01/2008 03:26 PM

Global Certification 2010



21/09/2010 01:35 PM



1. Adopting **latest technologies** in farming and spreading it.





Optimal utilization of water resources





Increasing the **income**



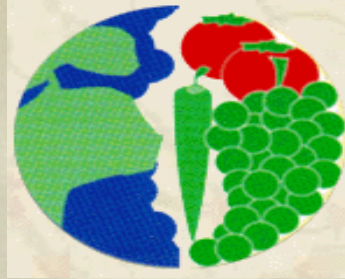




18 9 2006



1. Increasing commercial trade balance between Jordan and different countries.



Thanks

