

Jordan Dates Trading

A photograph of a sunset or sunrise with palm tree silhouettes against a golden sky. The sun is low on the horizon, creating a bright glow and casting long shadows. The palm fronds are dark and silhouetted against the bright sky.

Eng. Anwar Haddad
Chairman of Jordan dates Association



- **Jordan's strategic location**(diversification ,transportation)
- **Focal point for trade and investment (MENA....IRAQ & Gulf Markets)**
- **Jordan's membership in** (WTO.... 161 world markets.. 1 billion consumers)
- **Bilateral and regional trade agreements** enhancing the international competitiveness of Jordanian exports (**GAFTA17 Arab countries, Aghadir**)
- The European free trade association (**EFTA**). Norway, Switzerland , Iceland and Liechtenstein
- European Union under the Association agreement.



- **Free trade agreement with :**

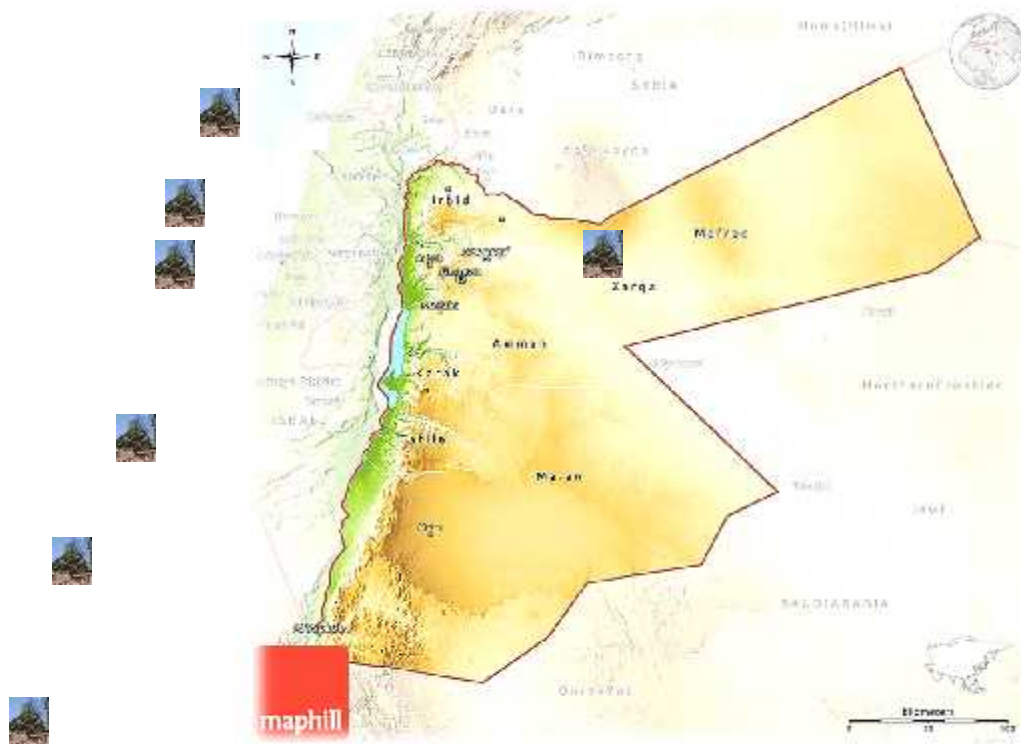
1. United states of America
2. Singapore
- 3. Turkey**
4. Canada

Leading countries producing Dates

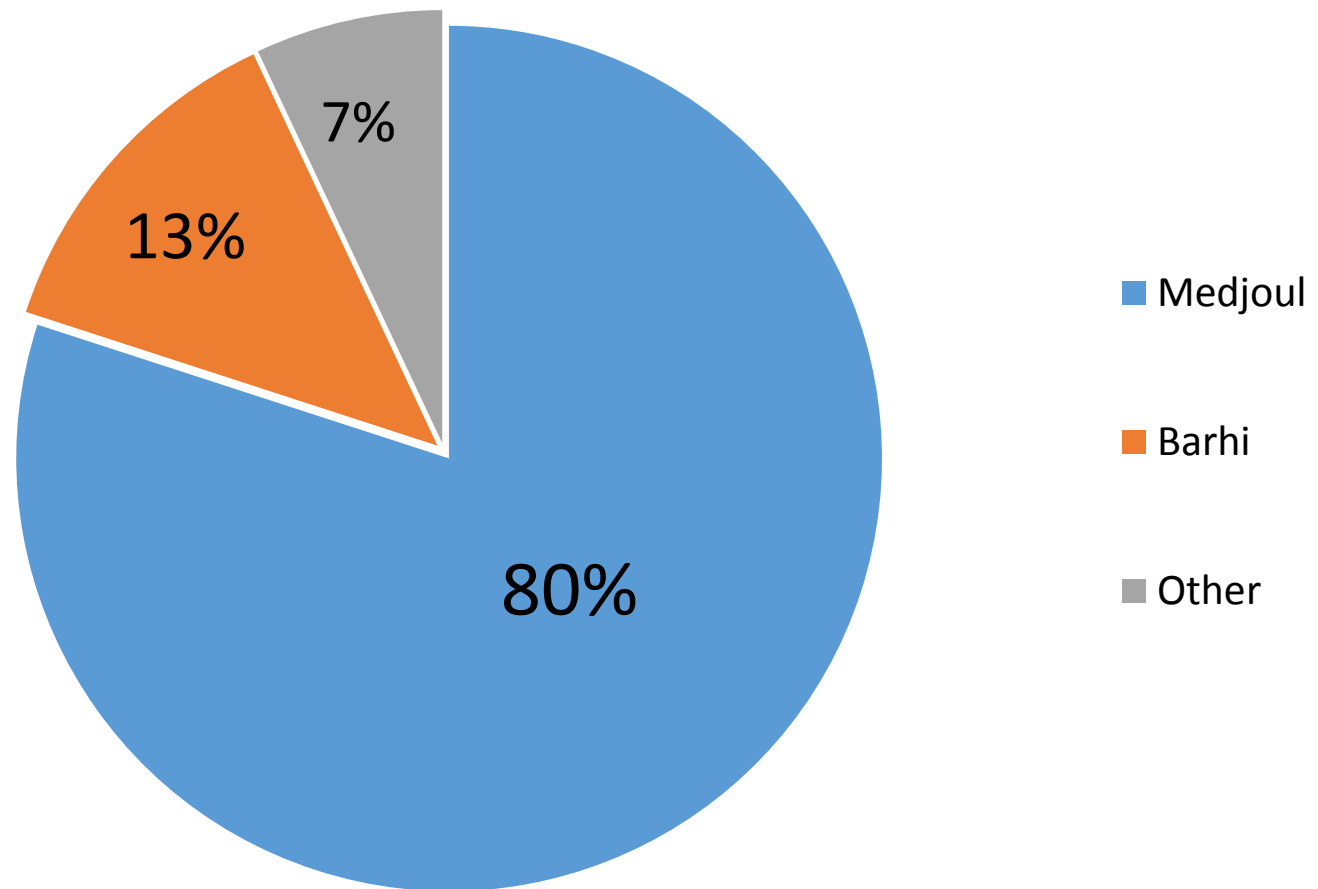
Annual Production of Fresh Dates in Metric Tons

Egypt	1,084,529
Iran	947,809
Saudi Arabia	836,983/250=3347
Iraq	675,440/????????
Pakistan	556,608
United Arab Emirates	533,701
Algeria	485,415
Sudan	435,668
South Sudan	432,100
Oman	239,397

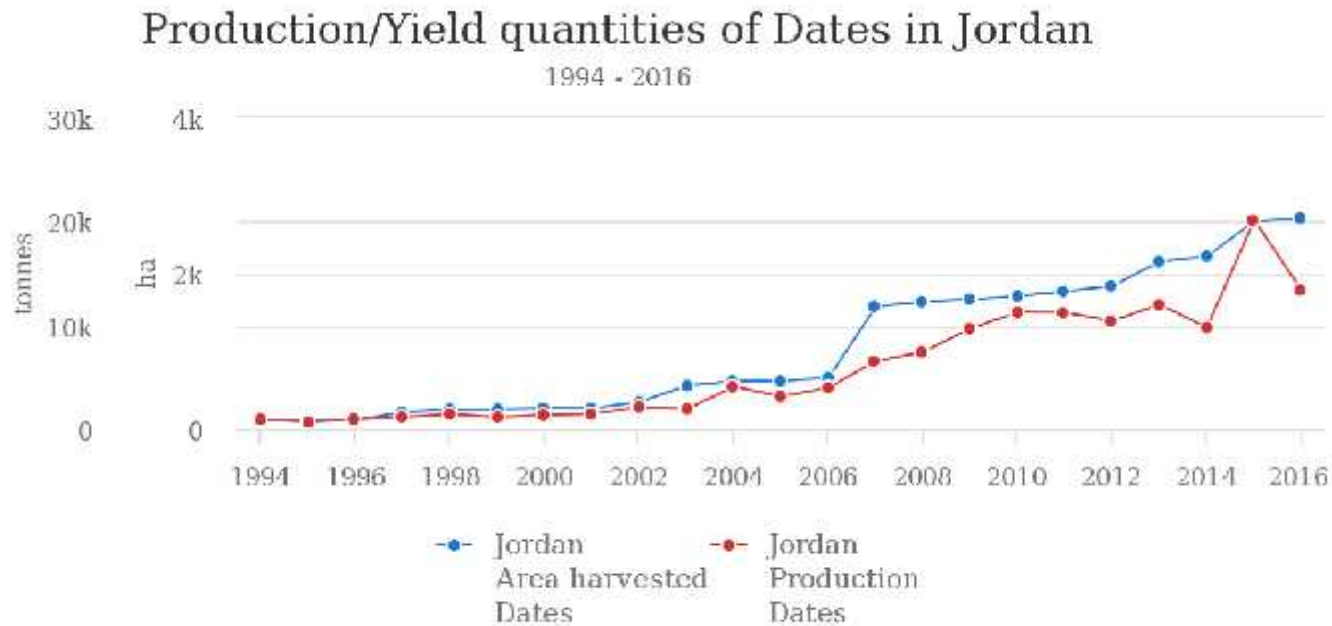
WHERE DO WE GROW PALM DATES?



% Of Date Palm Varieties Area Planted In Jordan



Trends of Area and production of Jordan Dates During (1994-2016)

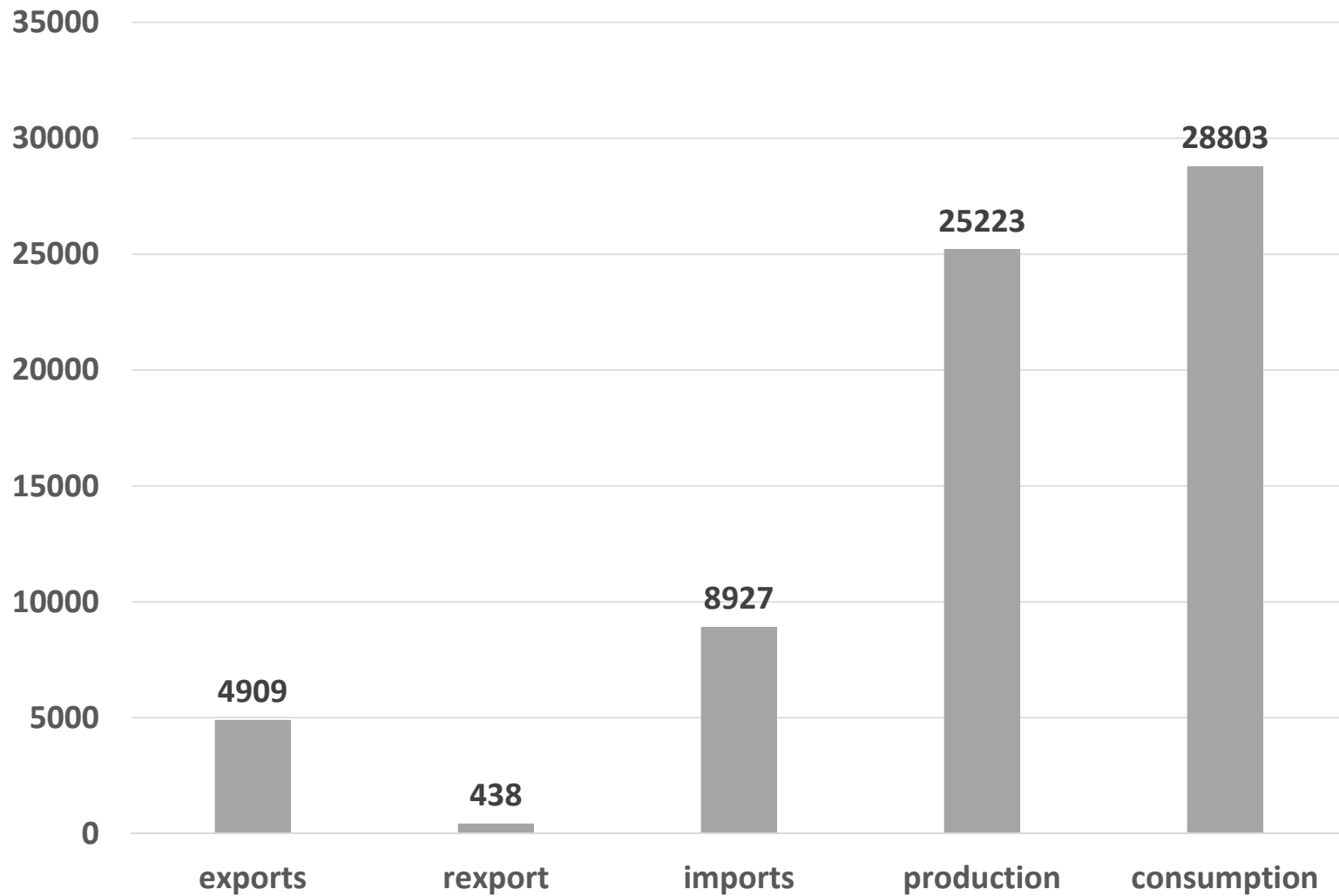


Source: FAOSTAT (Mar 22, 2016)

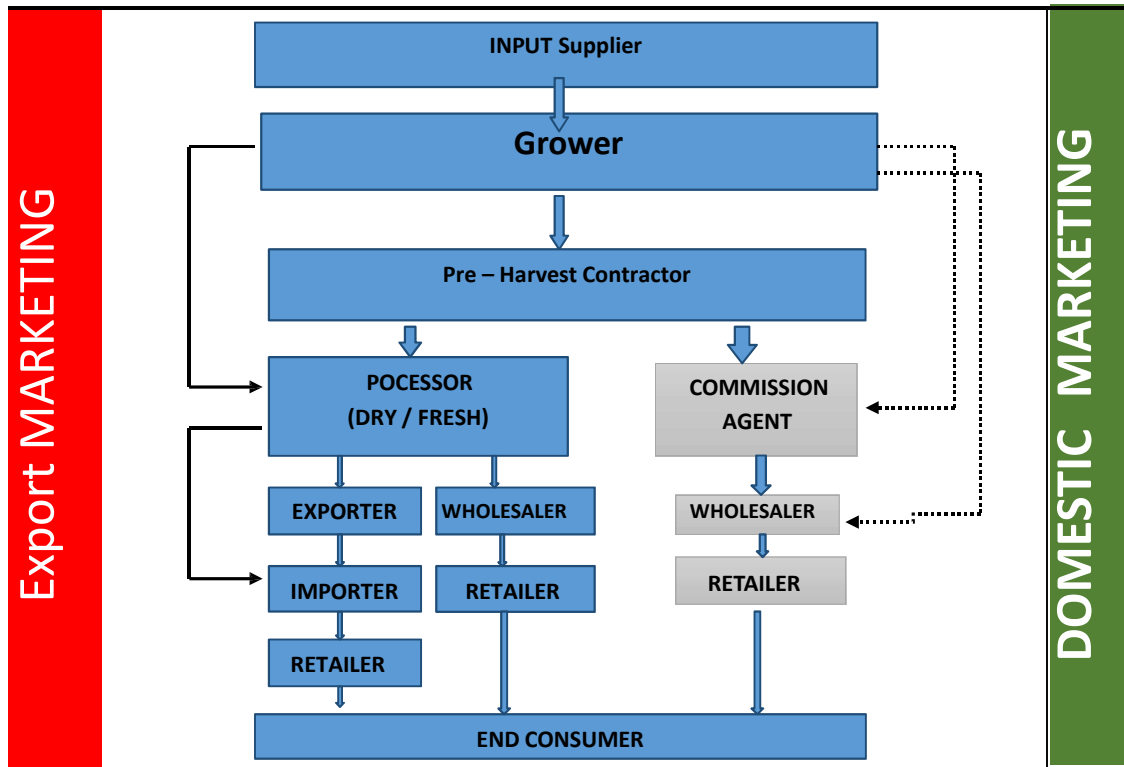
Per capita Date Consumption

COUNTRY	KGM	COUNTRY	KGM
PAKISTAN	3.6	OMAN	60
YAMEN	2.5	IRAQ	45-50
PALESTINE	0.7	SAUDI ARABIA	38-40
ENGLAND	0.5	IRAN	30-35
FRANC	0.2	EGYPT	12-14
RUSSIA	0.1	UNITED ARAB EMIRATES	12-14
LYBIA	19	JORDAN	1.5-2
MORACCO	12	EUROPE	0.3-1
TUNISIA	5.5	FAR EAST COUNTRIIES	0.5-1
ALGERIA	14.6	USA	0.3-1

Jordan consumption of Dates in 2017



Date Value Chain

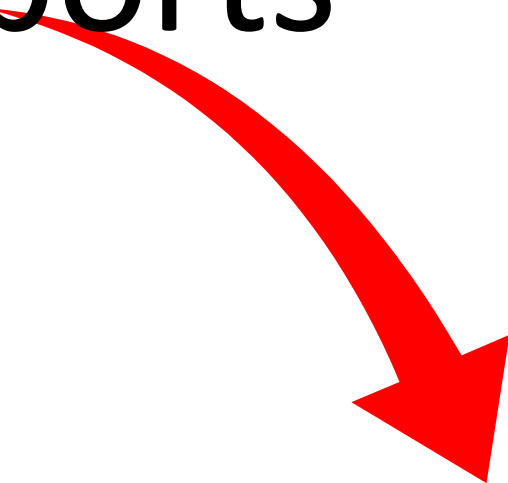


Jordan Dates specifications

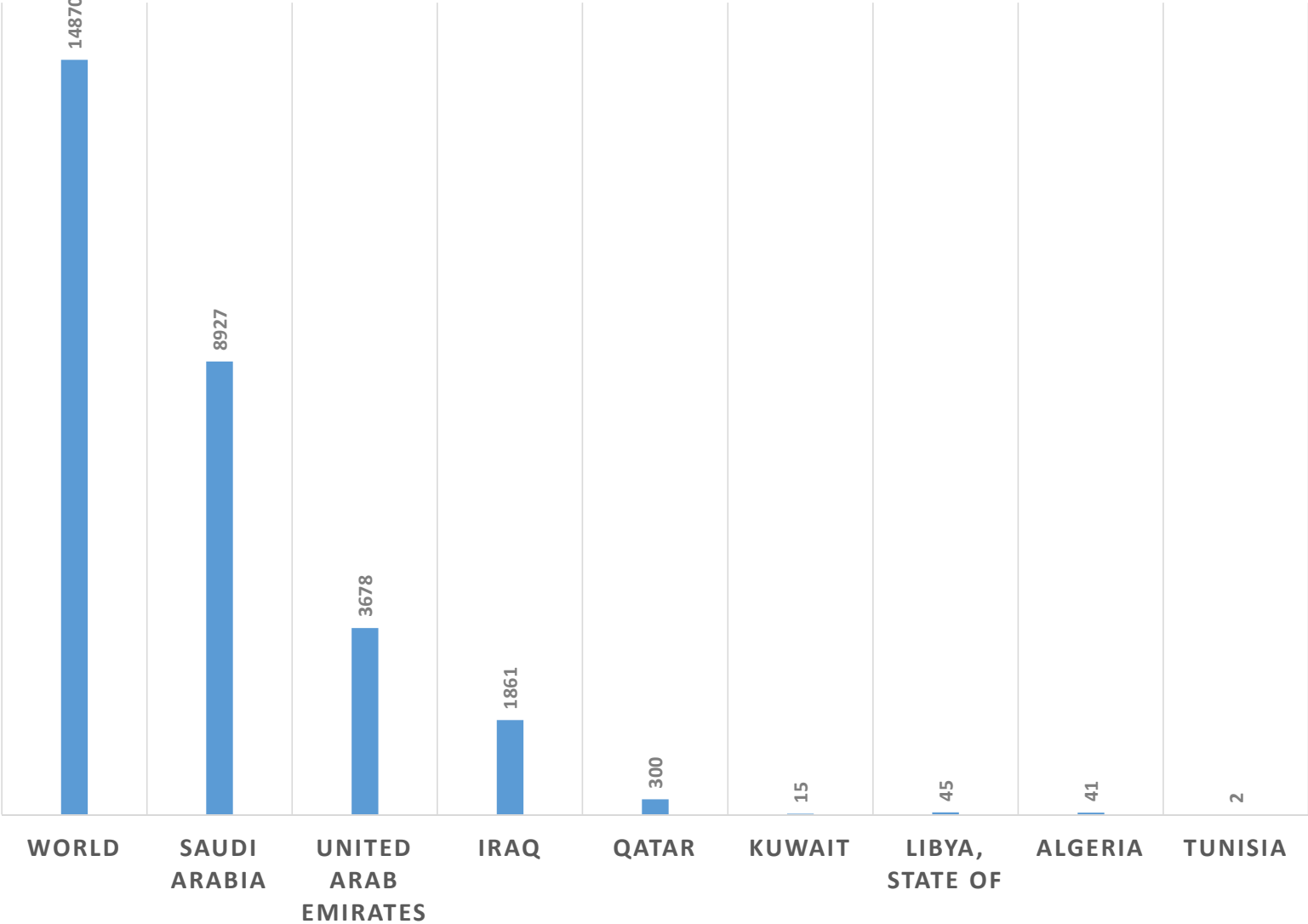
1. Quality (color ,taste, texture..... Etc.)
2. Purity
3. Moisture content %
4. Weight & Size
5. Infection (diseases and insects)

size	weight
Small	Less than 14 gm
Medium	14-17 gm
Large	More than 17-21 gm
Jumbo	More than 21-25 gm
Super Jumbo	More than 25 gm

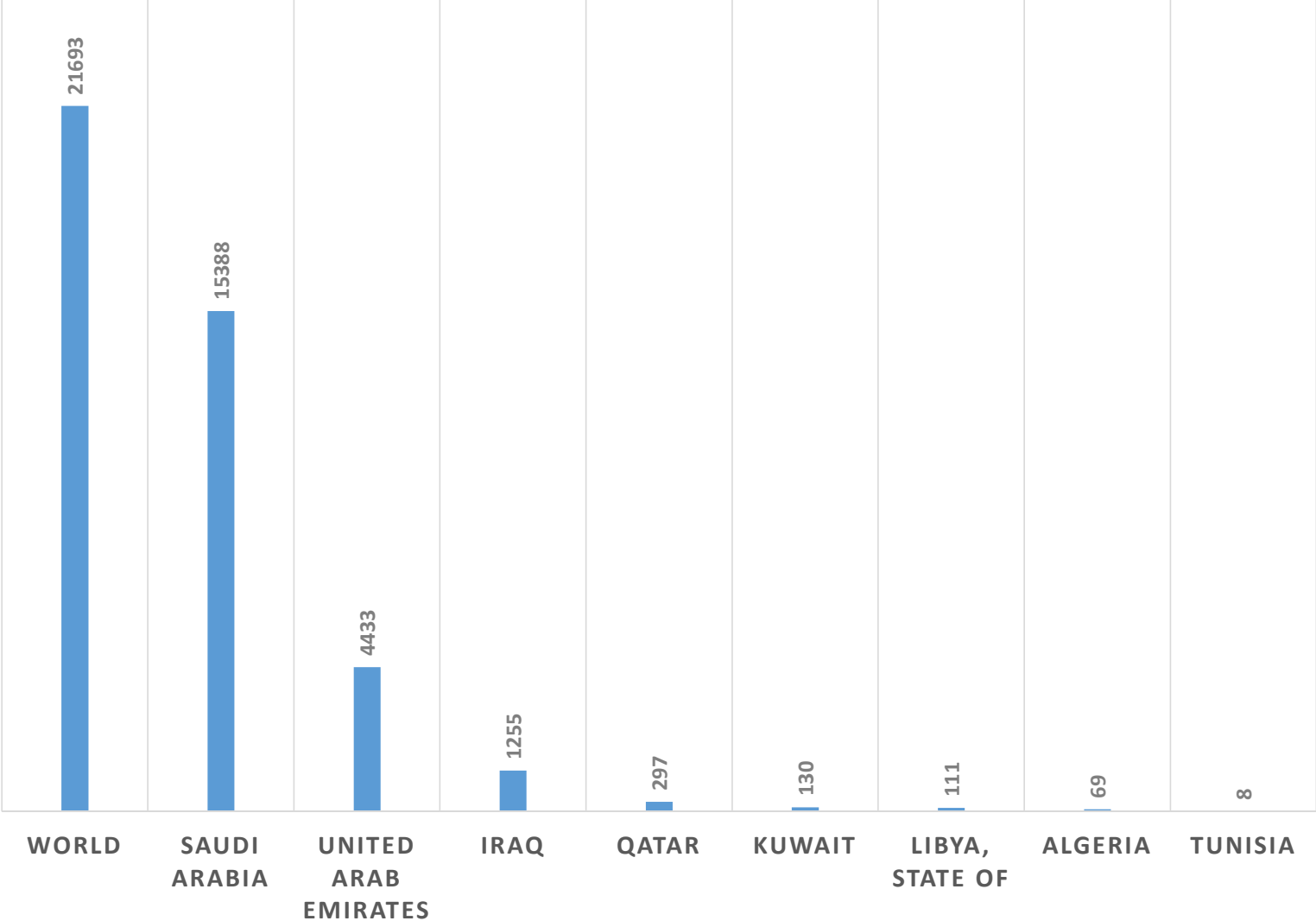
Imports



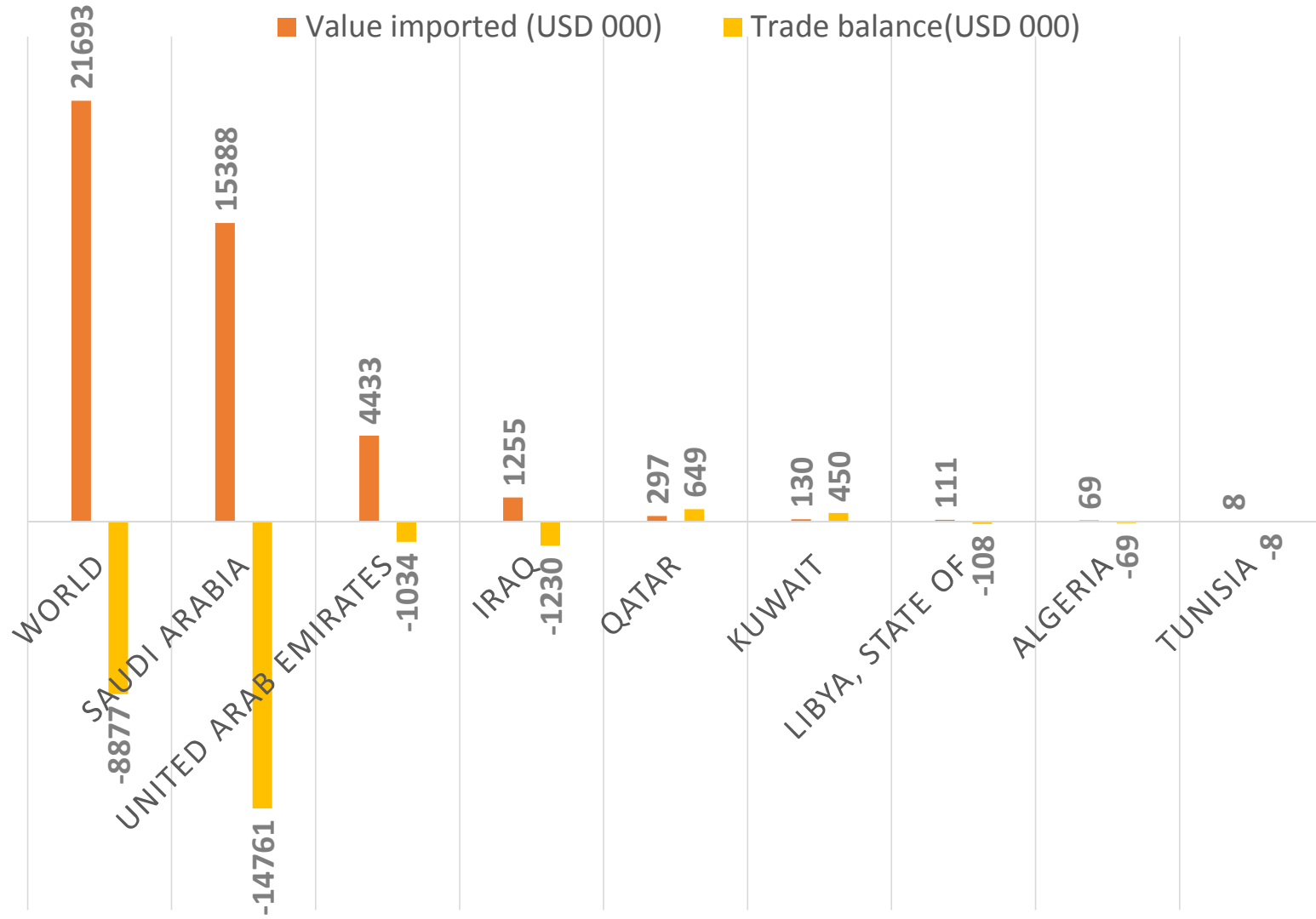
QUANTITIES IMPORTED BY JORDAN IN 2017



VALUE IMPORTED (USD 000)2017

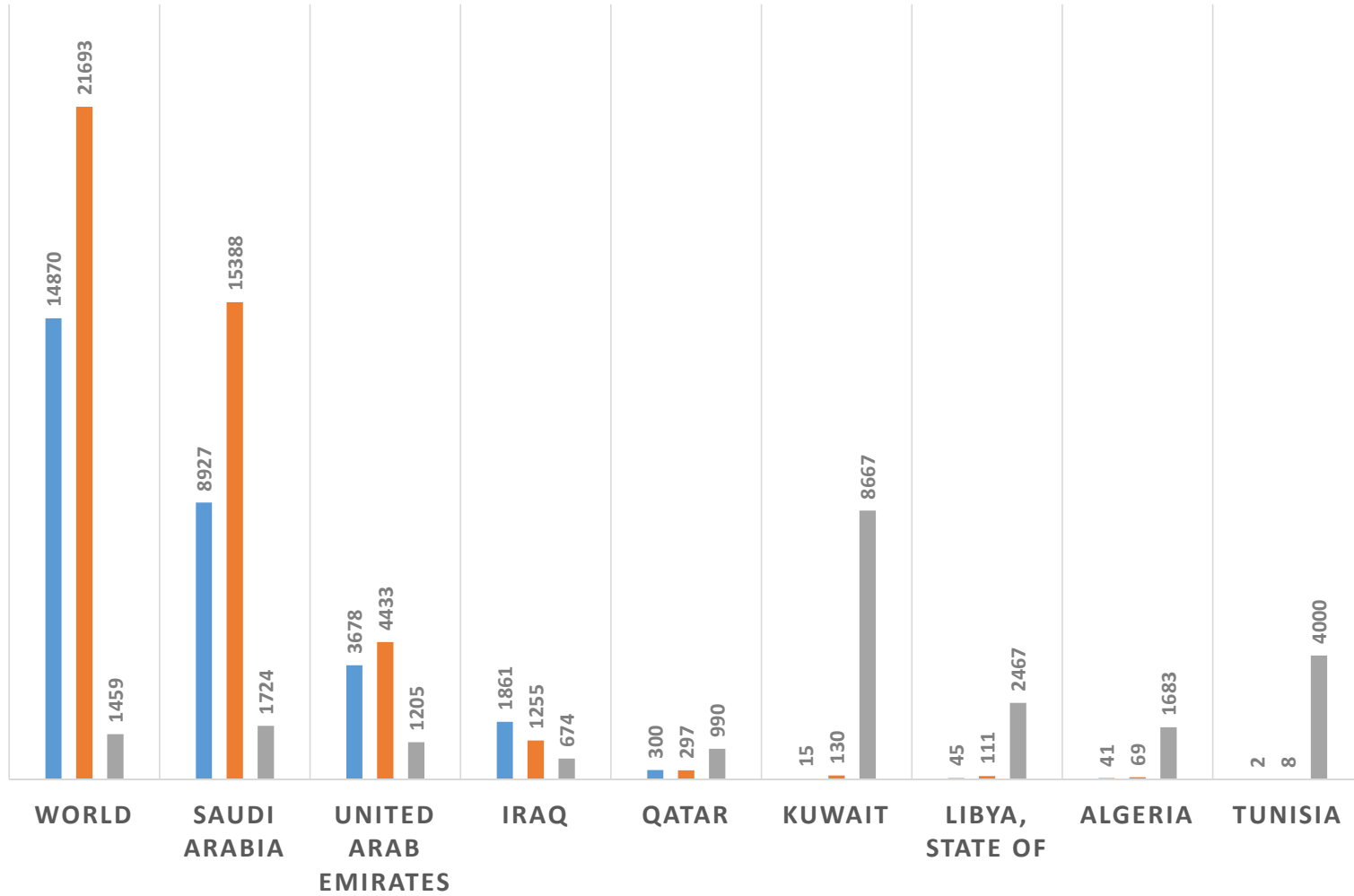


JORDAN DATE TRADE BALANC



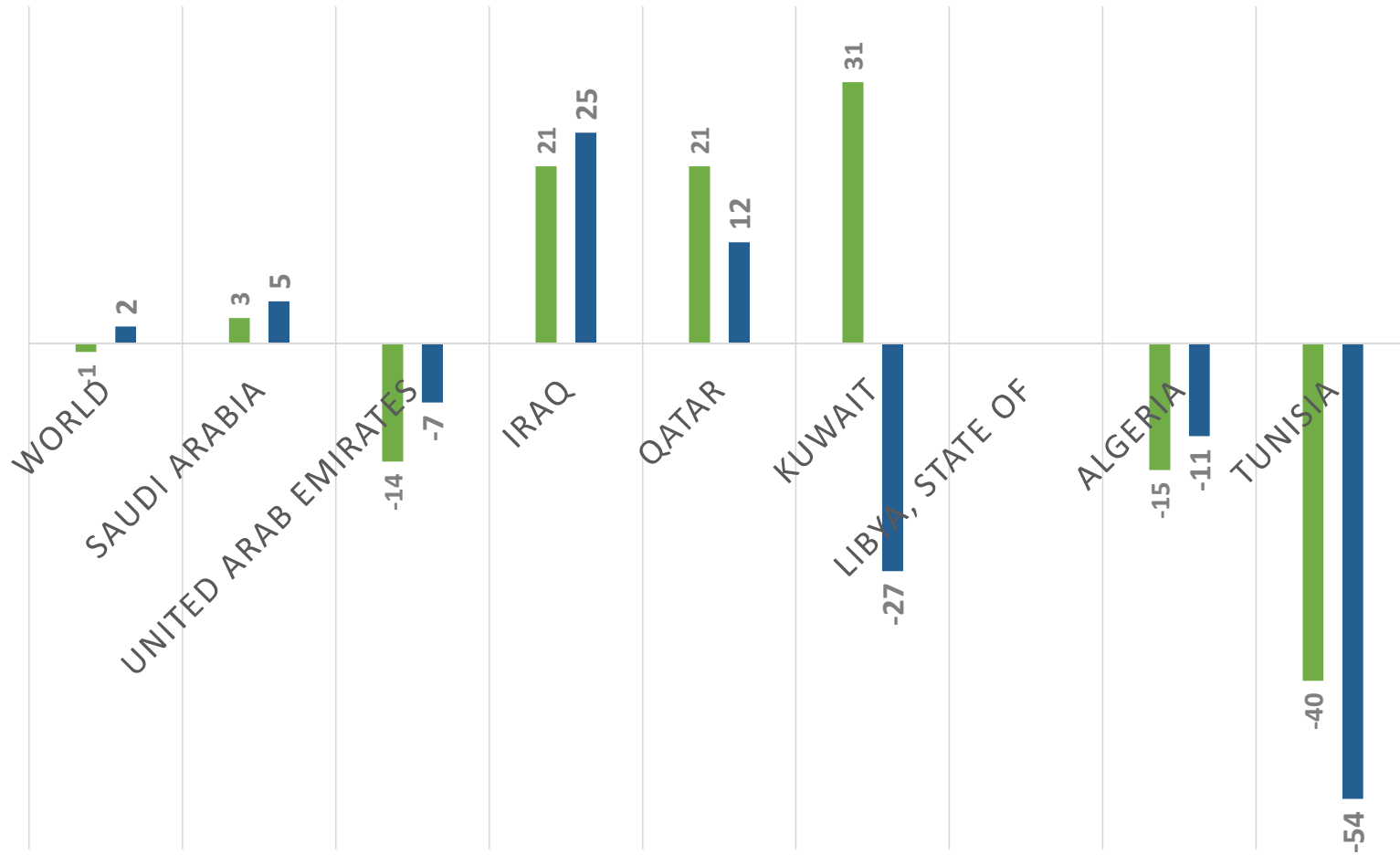
2017 DATES IMPORTS Q,V,P

■ Quantity imported in 2017 ■ Value imported (USD 000) ■ price (USD/unit)

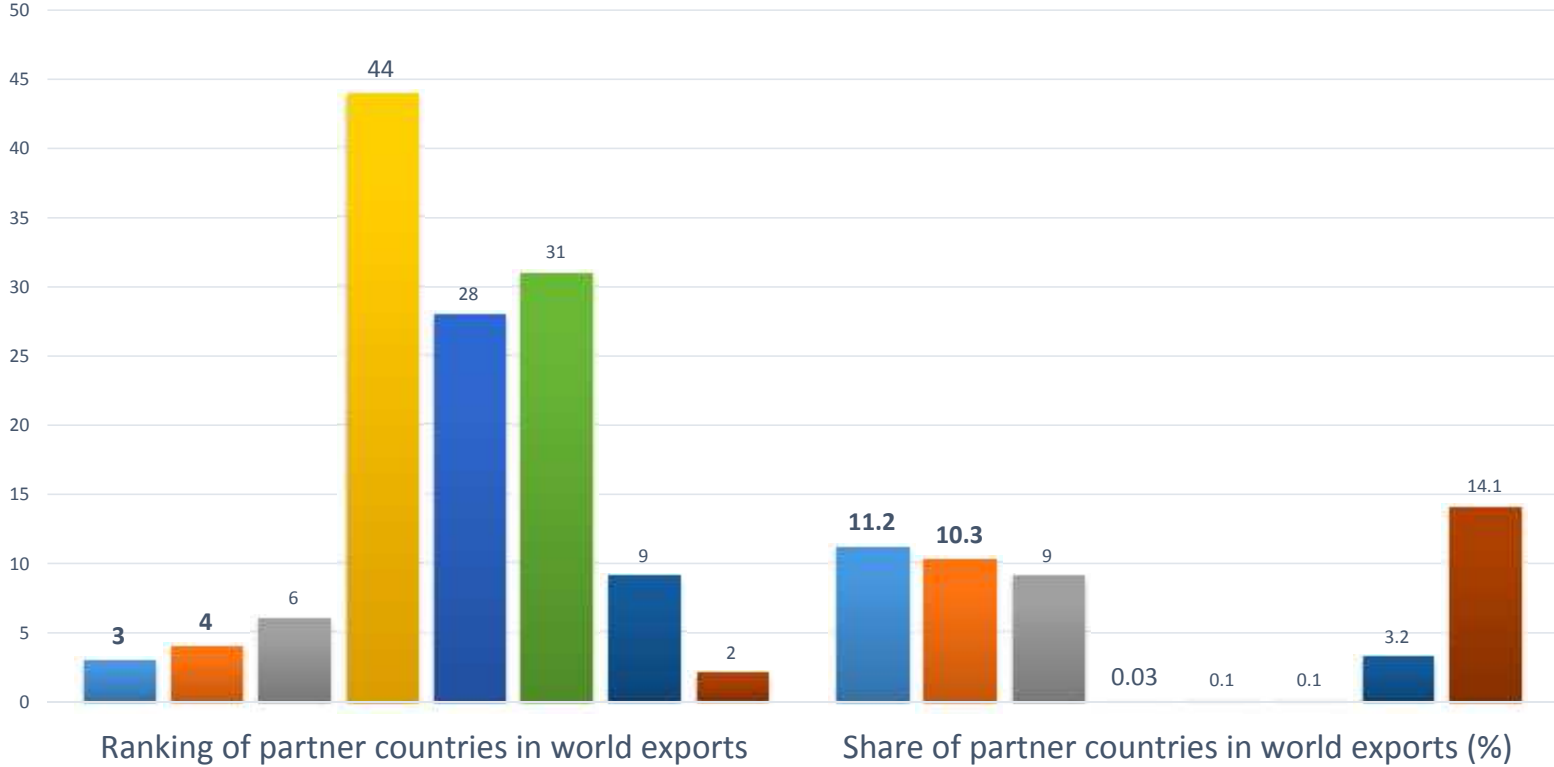


GROWTH RATES IN IMPORTED QUANTITIES AND VALUES DURING 2013-2017

- Growth in imported value between 2013-2017 (% p.a.)
- Growth in imported quantity between 2013-2017 (% p.a.)



Ranks and Shares of Supplying Partners

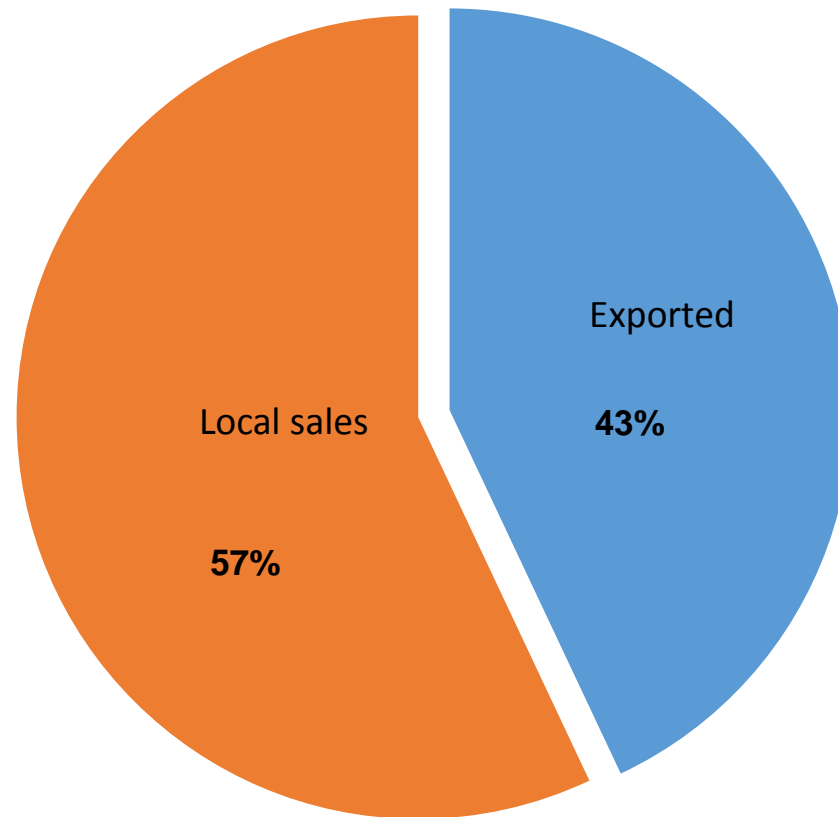


- Saudi Arabia
- United Arab Emirates
- Iraq
- Qatar
- Kuwait
- Libya, State of
- Algeria
- Tunisia

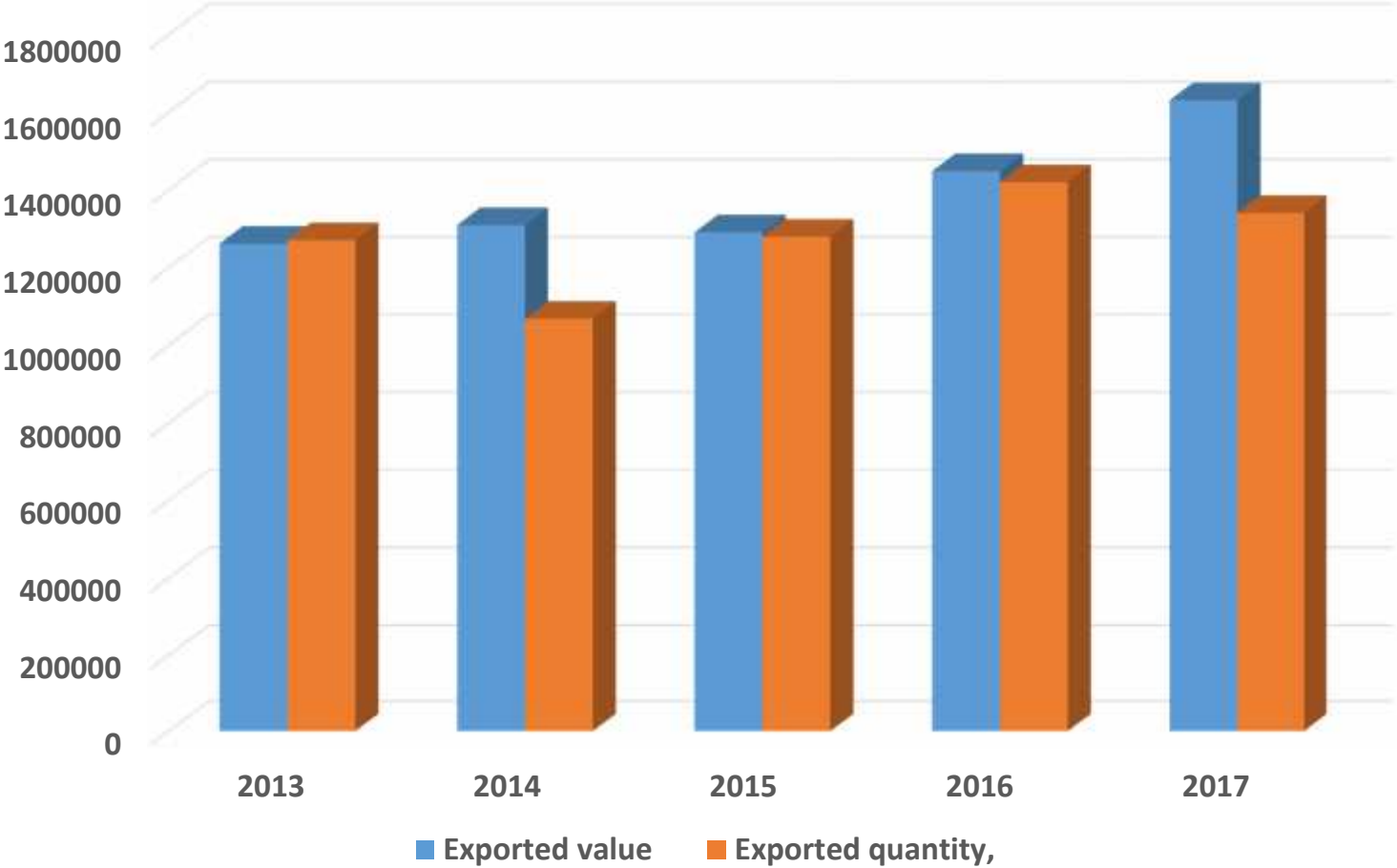


Exports

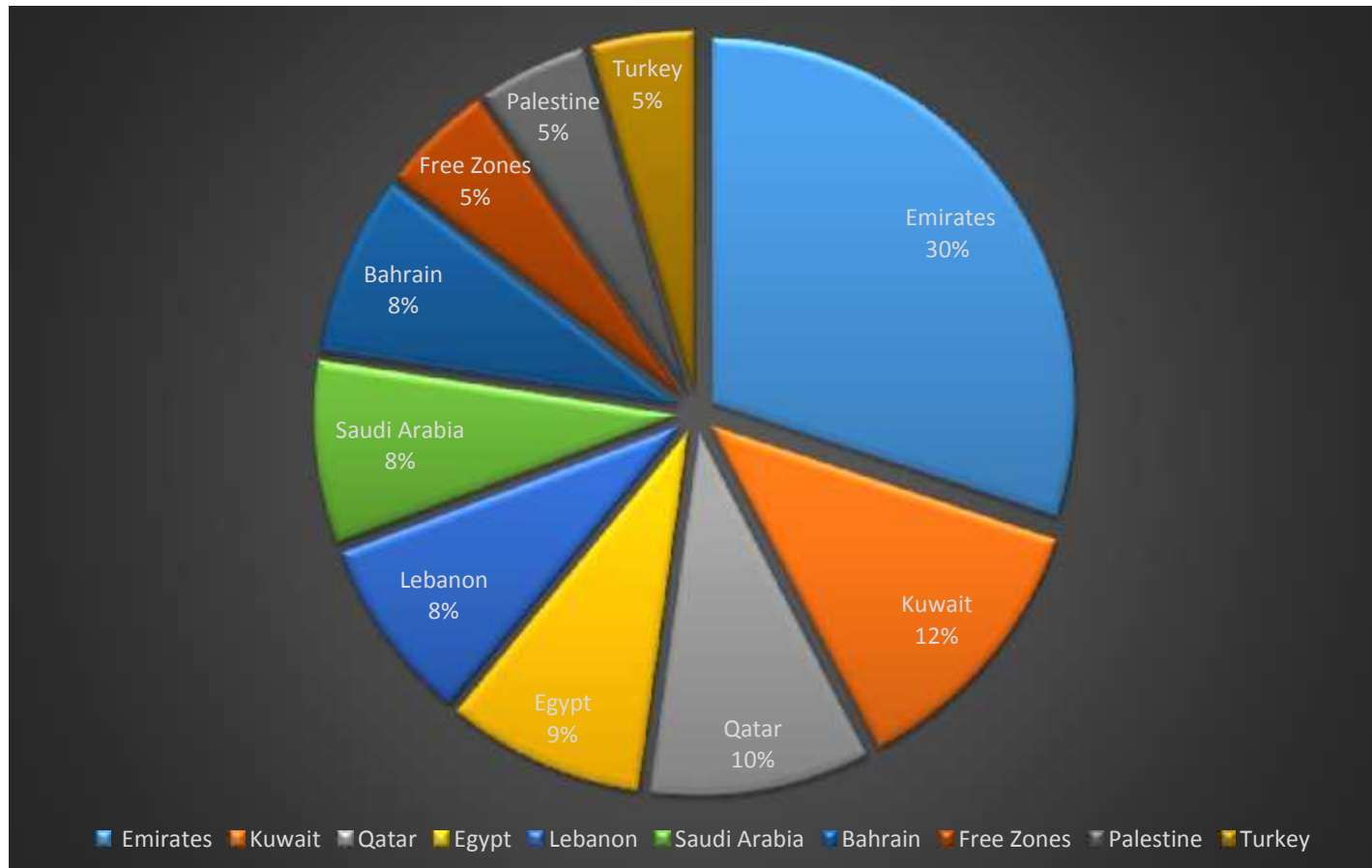
Local sales and Exports of Jordan Dates



Jordan Date Exports(2013-2017)to world



Jordan Dates Exports to the global market 2016

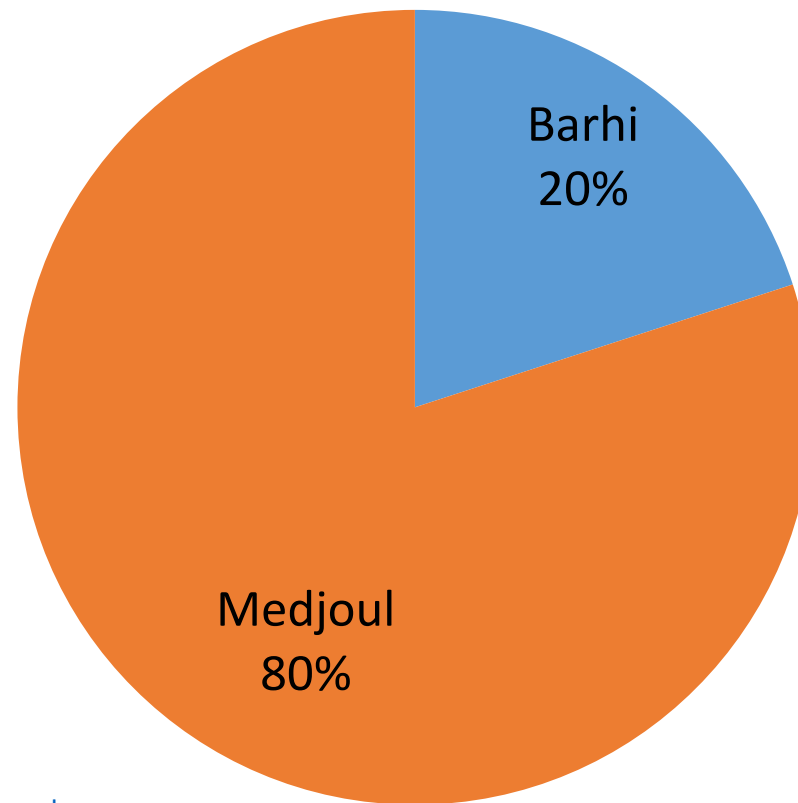


List of importing markets for a product exported by Jordan in 2016

Product : 080110 Fresh or dried dates

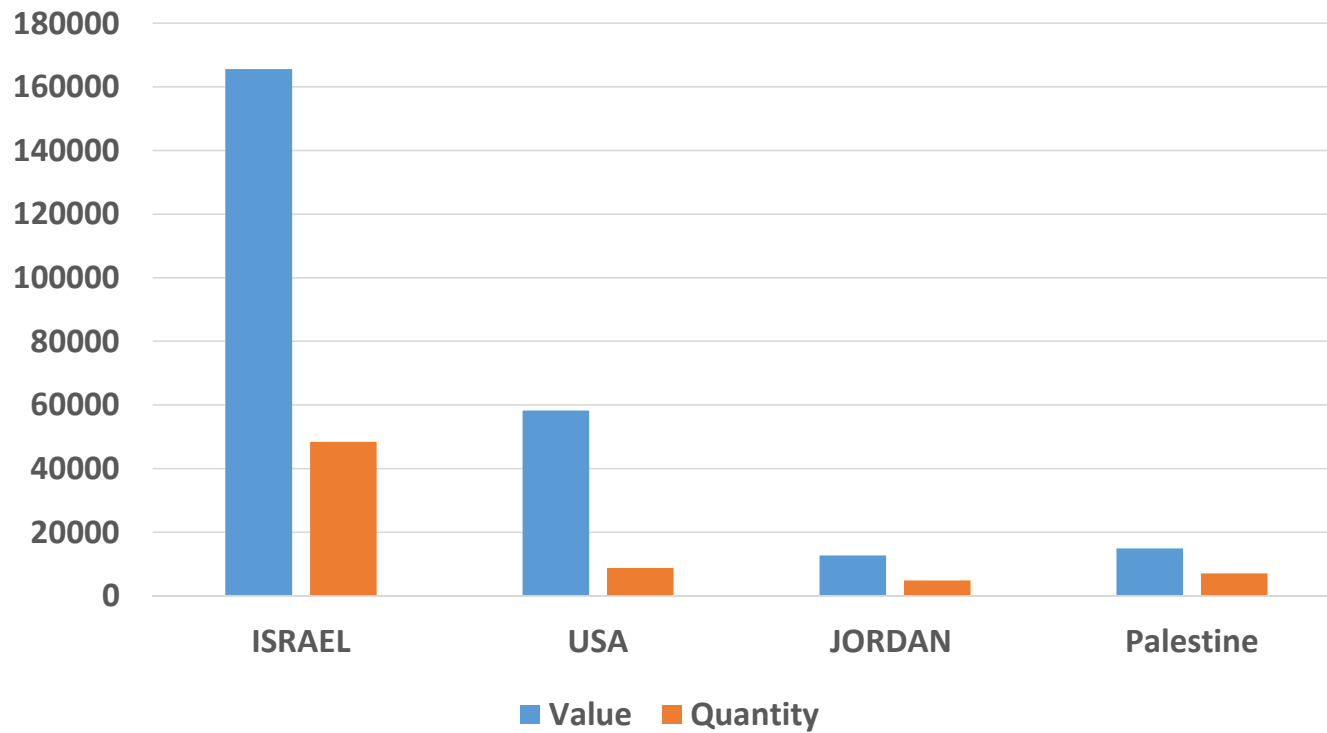


Varieties Exported from Jordan to the global Markets

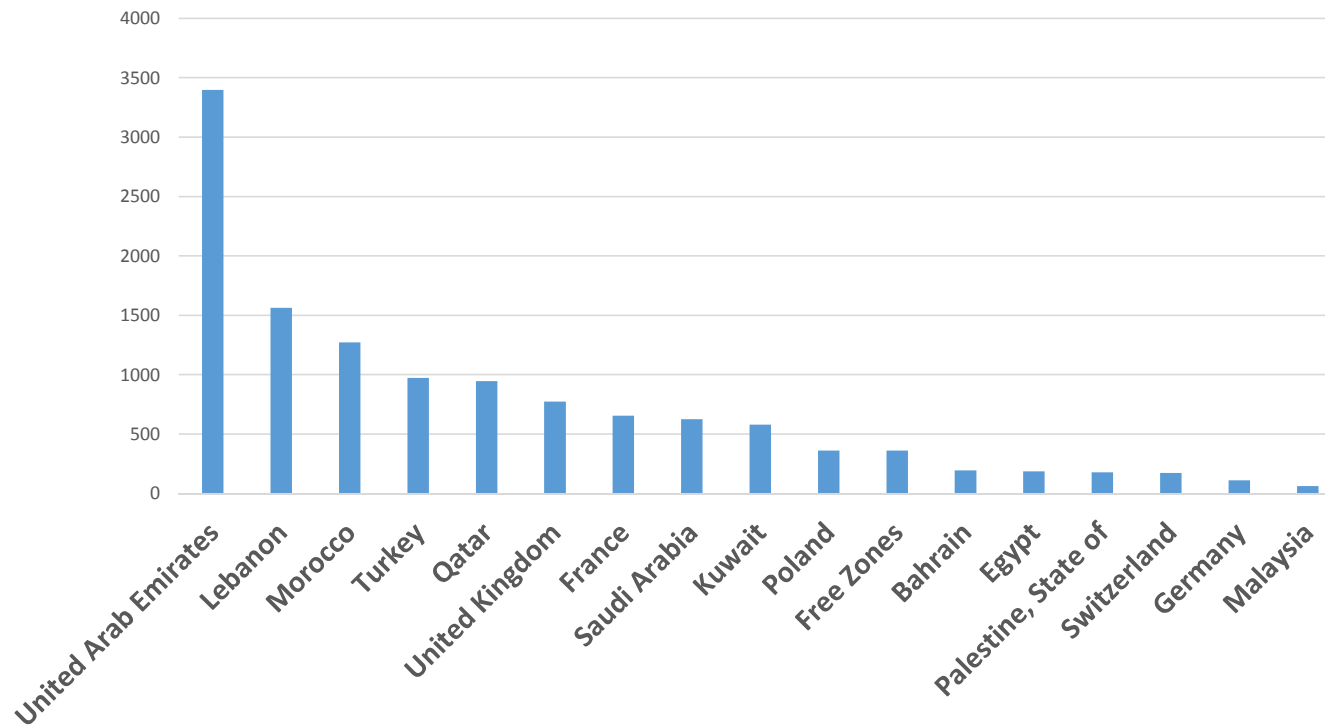


<http://www.jordan-explorer.com>

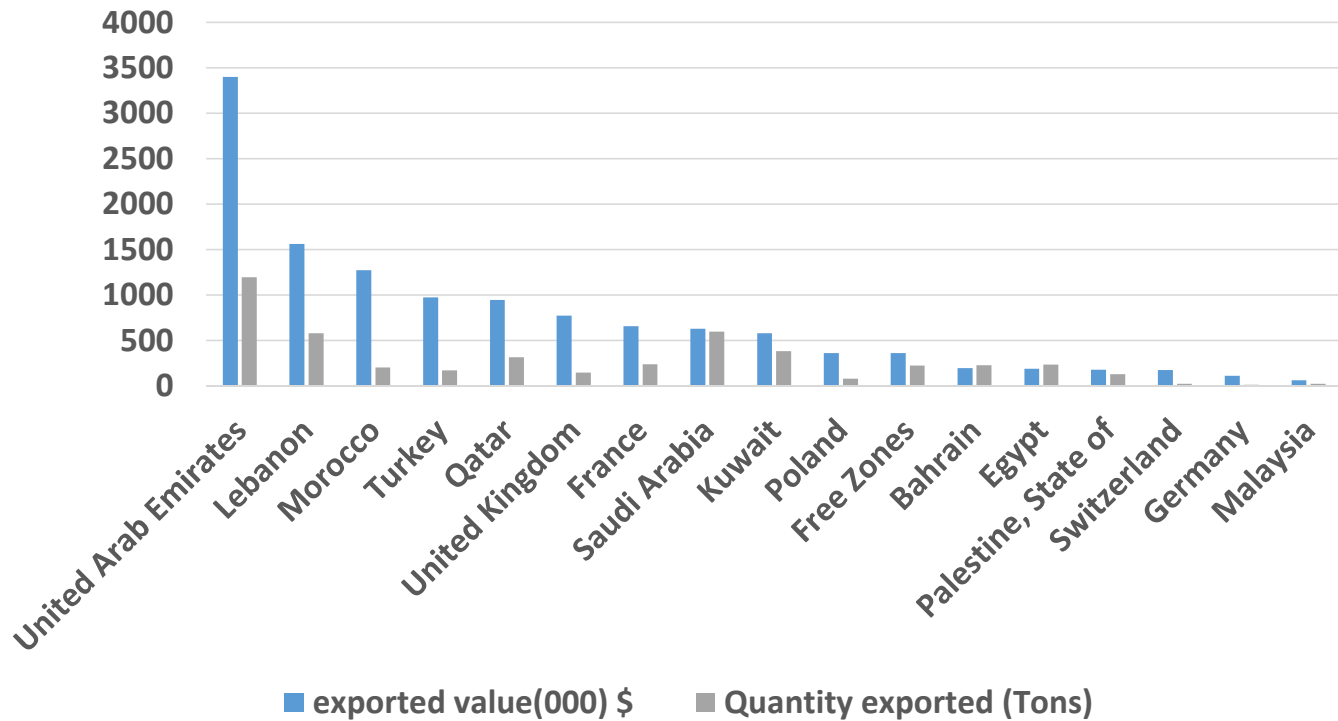
Exports of Medjool competing countries



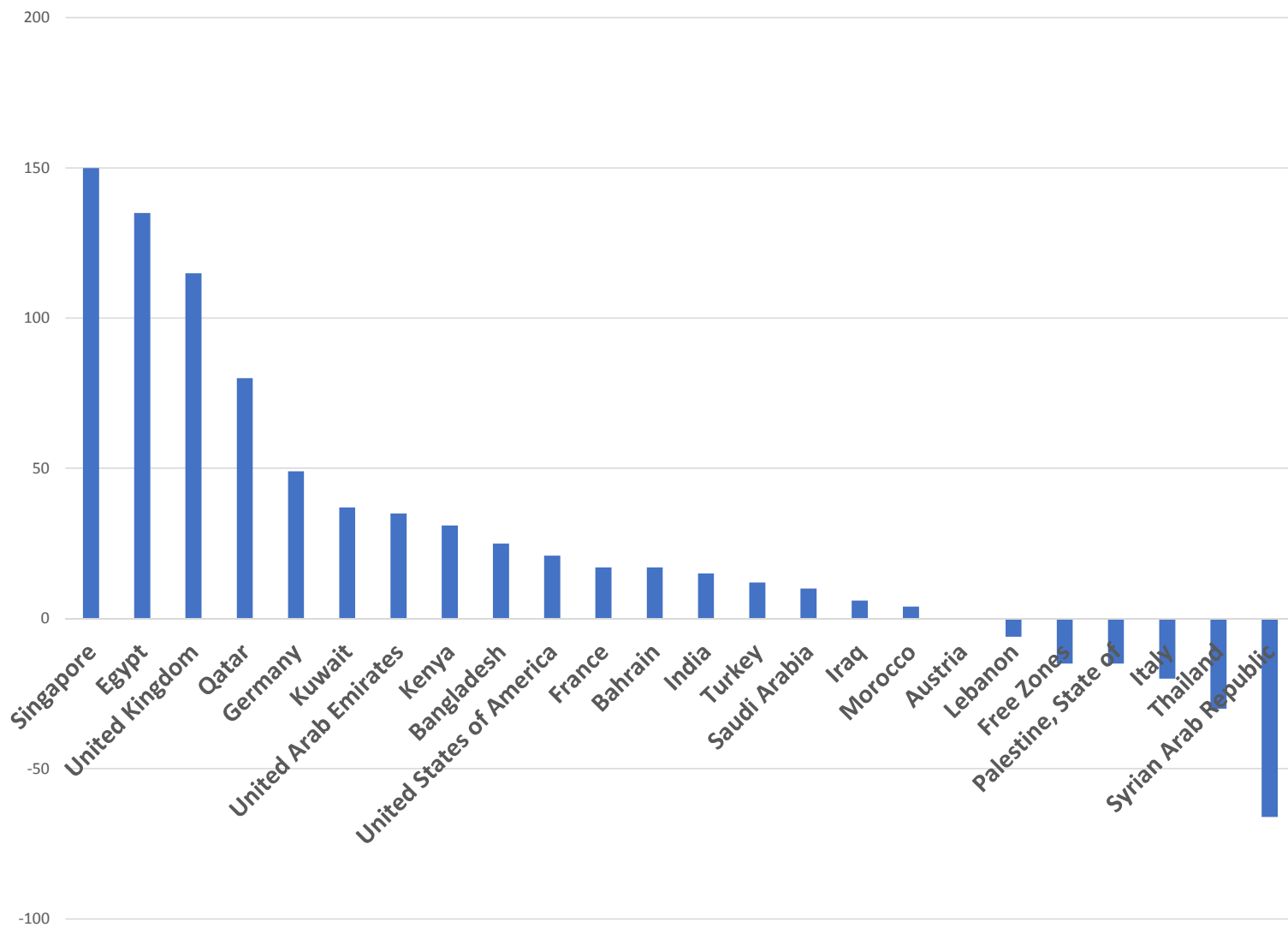
Value of Jordan date exports to the top importing countries



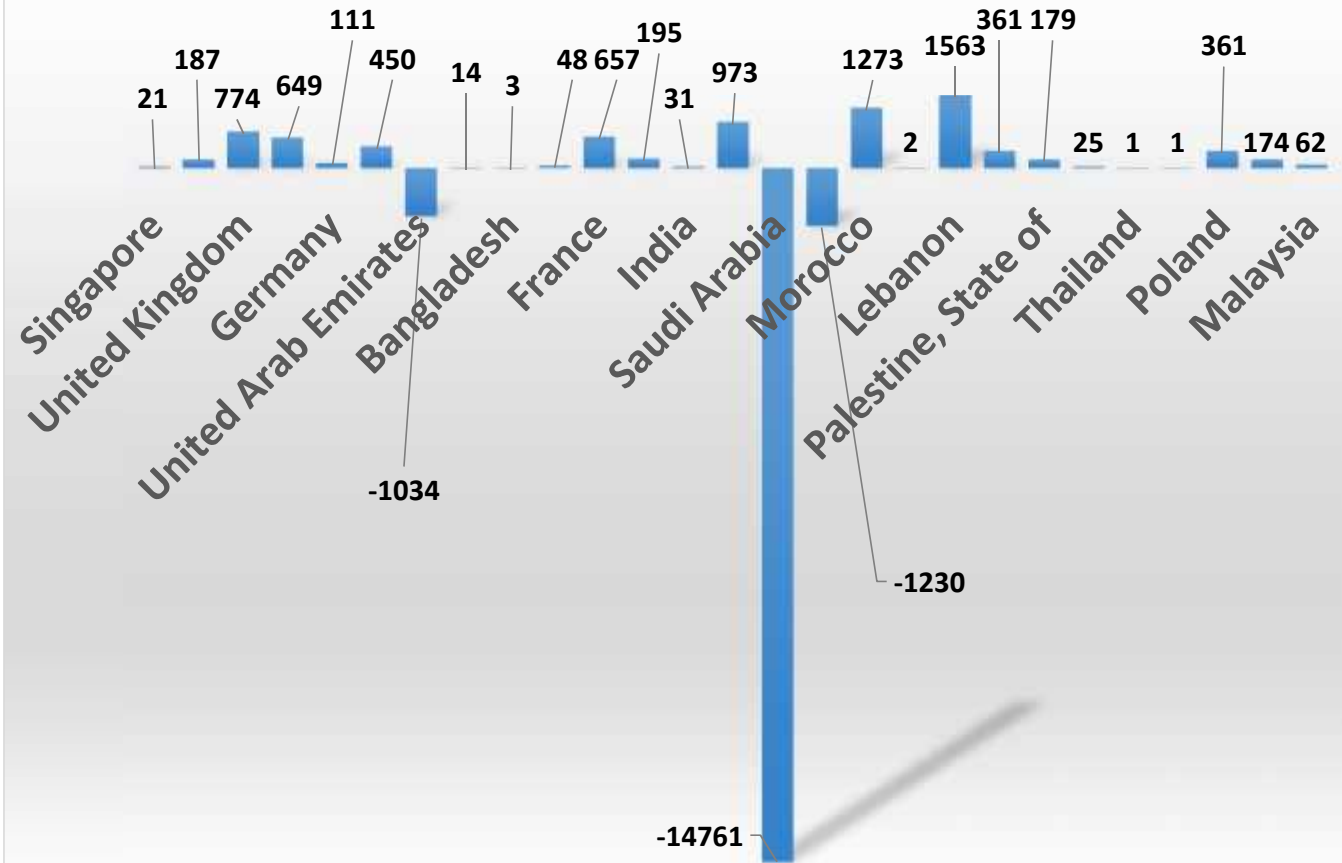
Value & quantities of Jordan date exported to the top importing countries



Growth Rate % in exported Jordan Date value (2013-2017)



Date Trade balance (000)\$



Entrance Inquiries to the Global Markets

1. Source of Origin certificates
2. **Phytosanitary Certificate**
3. **MRL**
4. **Specific Quality of assurance certificates for specific markets**

standards and Quality certificates for marketing of Dates in the Global markets

Standard	Key element	Part of Chain Involved
Global -GAP	Good Agricultural Practices	Primary Production
HACCP	Risk Assessment	Processing Firms and workshops
British Retail Consortium (BRC)	HACCP/ISO	Processing Firms and workshops
International Food Standards (IFS)	HACCP/ISO	Processing Firms and workshops
Safe Quality Food (SQF)	HACCP/ISO	Primary Production and Processing Firms
ISO 9000	General Requirements for quality system	Processing Firms
ISO 22000	General Requirements for quality system	Primary Production and Processing Firms

Facts about Date trading

1. High consumption during the holy month of Ramadan
2. High consumption during pilgrimage holy days
3. Too many intermediators and long chain market
4. 50% percent of local produced consumed locally
5. Local prices do not award farmers for higher quality
6. No government intervention in Date market chain
7. Less amounts sold in whole sale markets
8. UAE is a regional Hub for Date markets
9. Dates pay 4% as sale taxes and 15 Jod per ton as fresh fruit while all other fruit pay only the wholesale market fees and Exhibition of sale taxes
10. Exporting trends for dates is increasing more than 20% yearly