



Adding
Marketing Value
to Jordanian
Medjool Dates

Amman – November 2023

History of Dates “Phoenix Dactylifera”

- The scientific name, phoenix dactylifera, comes from ancient Greece.
- The coastal region between the Jordan Valley and Mediterranean Sea is known as Phoenicia, Greek for purple land, a nod to the purple dye made from sea snails that made the area famous.
- Because the date palm grew abundantly in Phoenicia, it was believed to be the trees homeland. It became known as Phoenix, or tree of Phoenicia, and was a symbol of the region featured on Phoenician coins.
- “Dactylifera” translates to “finger bearing”, a reference to the oblong shaped dates and the clusters they grow in.



Medjool Dates

- Dates are one of the oldest known crop to be farmed as source of food for human, with evidence of cultivation dating back to 7000 B.C.
- With more than 3,000 date varieties available around the world, the Medjool is considered the “king of dates” due to its succulence and rich taste qualities that historically made it reserved for royals.
- The palms on which the fruit grew were used by kings as a symbol of victory.





Medjool Nutritional value

- Full of natural sugars, mostly in the form of glucose and fructose, Medjool dates represent a healthy and highly energizing snack choice with a juicy, fleshy, and Chewy texture.
- Medjool dates are excellent source of fiber, it contains more potassium than bananas, and are full of protein, magnesium, vitamin B complex and other minerals.

Jordanian Medjool Quality

- Jordan Valley is known to be the best place worldwide for cultivating high-quality Medjool dates, because of its exceptionally high temperatures, low humidity, and minimal rainfall.
- Jordan Valley is the lowest point on earth, 390 meters below sea level, where the air is enriched with the highest levels of oxygen. Its year-round climate and fertile soils make it an important location for successful and sustainable agriculture.
- While there have been attempts to cultivate Medjool date palms in different parts of the world, the crop has not yet delivered the special quality and taste criteria for which Jordanian Medjool dates are favored.



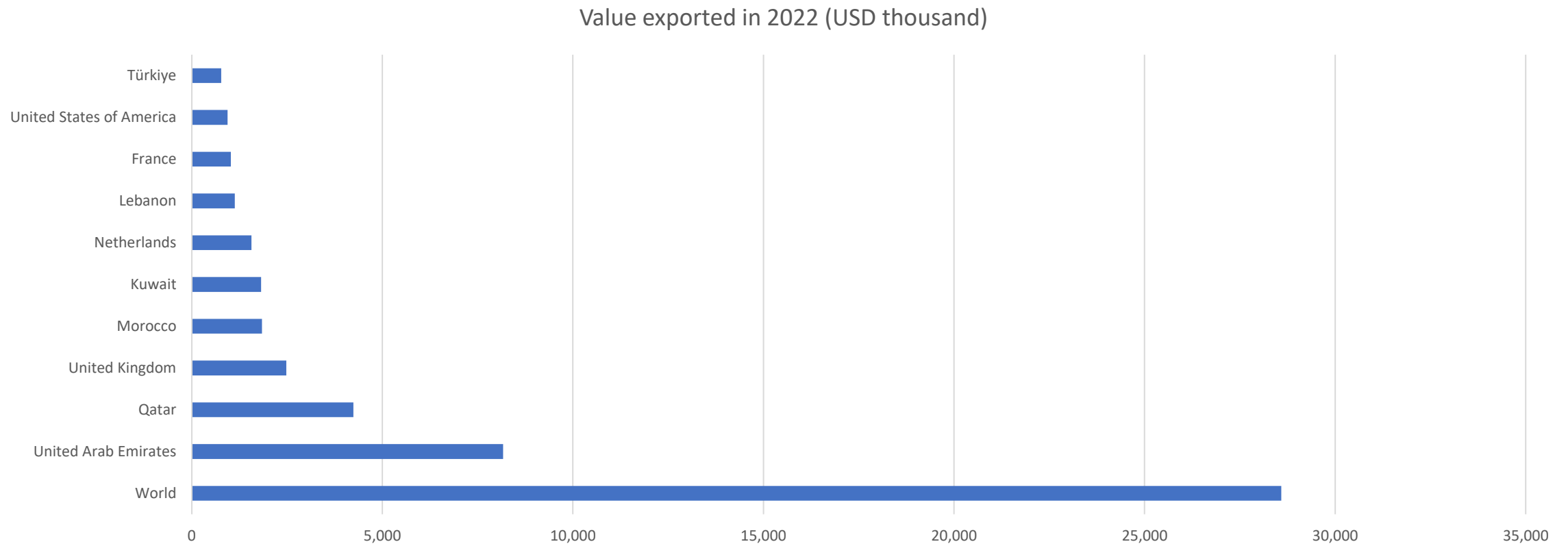


Dates Industry in Jordan – Key Figures

- **650,000** date palm trees with total production of 30,000 tons in 2022
- **Date varieties** include Medjool, Berhi, Sukari, Khalas, Maktomi, Hayani, Zaglool, Hallawi, Almar, Tallal, Zehdi and Deglet Noor.
- **20,000** tons of high-quality Medjool dates.
- Average consumption of dates in Jordan is 1.5-2 kg per capita.
- In 2022, Almost **7,000** tons were exported to more than 20 countries worldwide.
- Top 5 importing countries for Jordanian dates are United Arab of Emirates, Qatar, United kingdom, Morocco and Kuwait, representing 65% of the total export volume.
- The average exporting price is around US\$ **4,000** per ton

Top 10 export destinations for Jordanian dates

Contribute to almost 85% of the total export value.





Date Value Chain Opportunities

Barriers to dates sector development



Disease

Infestation causing losses

Skills

Excess humidity caused by over watering / Shortage of skilled labour workers

Productivity

Manual systems dominate reducing productivity

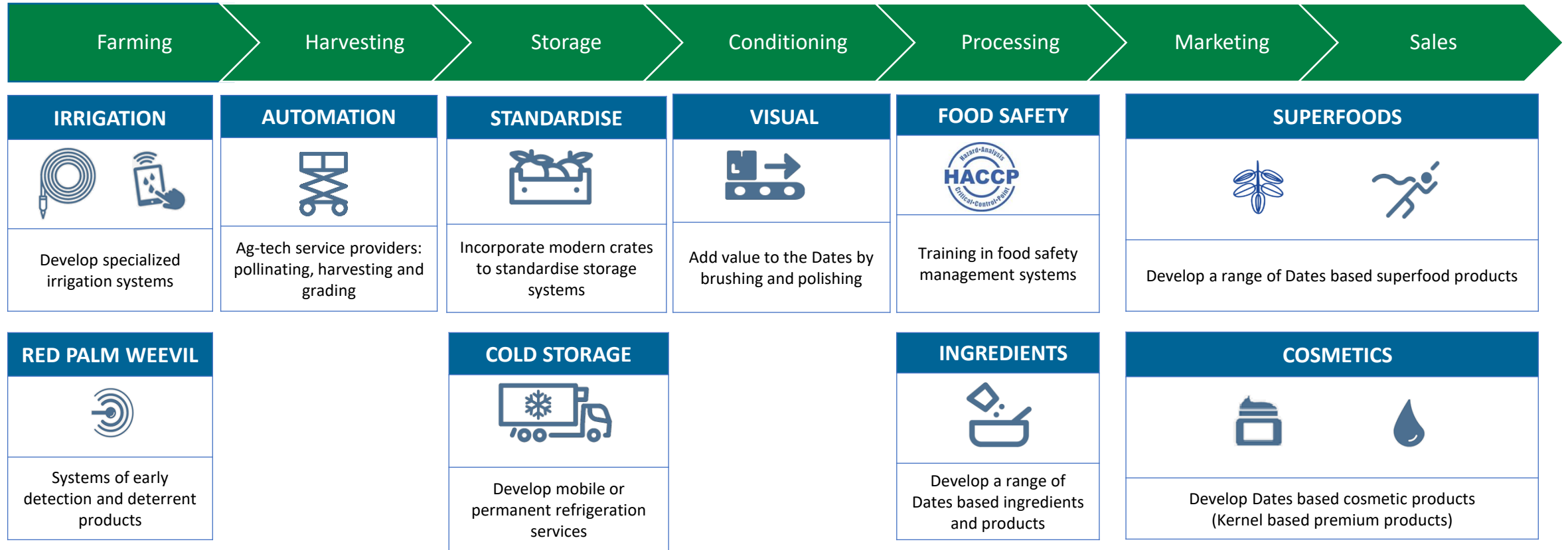
Technology

Low levels of usage of modern technology

Marketing

Absence of integrated marketing planning and Modern marketing tools especially for the smaller farms.

Key Commercial Opportunities





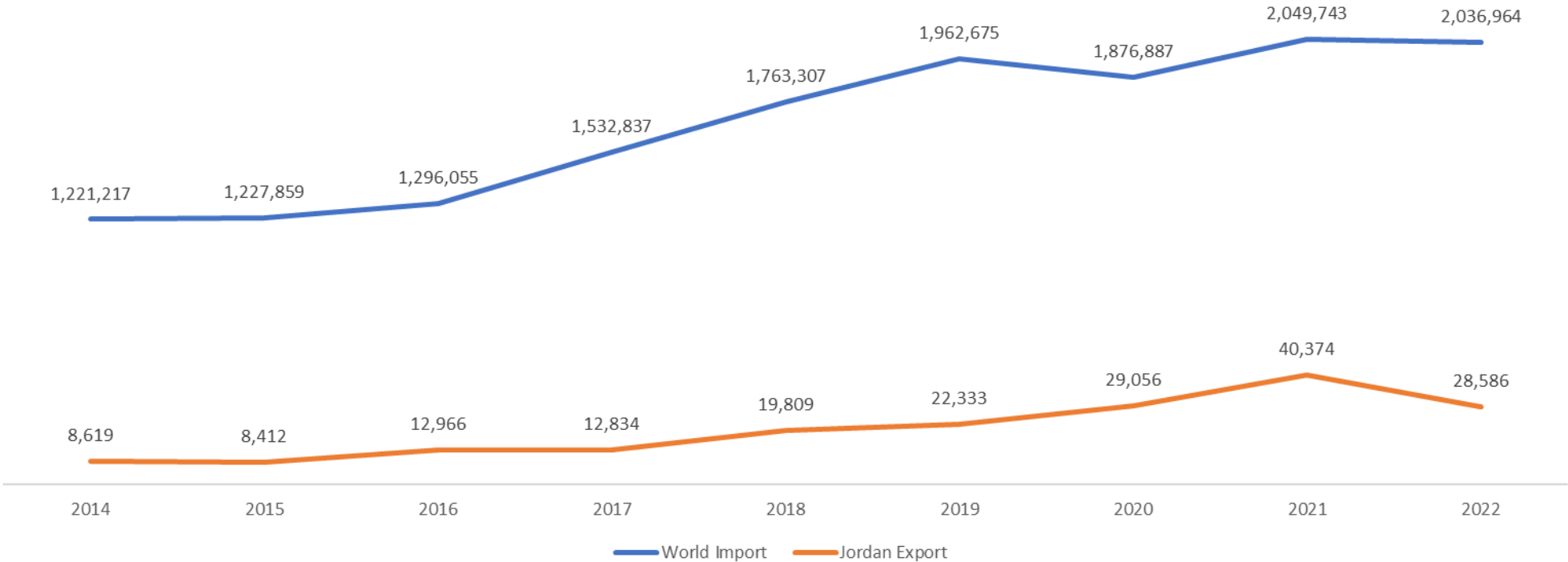
Some byproducts opportunities

Date palm waste			Derivative	Valorisation opportunity
TREE WASTE	Pre-mortem waste	Dried fronds	Palm fibre, ribs	<ul style="list-style-type: none"> ✓ Artisanal carved frond giftware ✓ Basket weaving material
			Dried leaf mulch	<ul style="list-style-type: none"> ✓ Reduced soil water evaporation and improved weed control
	Post-mortem waste	Tree trunks	Palm coir	<ul style="list-style-type: none"> ✓ Filters, artisanal products and upholstery
			Pith coir	<ul style="list-style-type: none"> ✓ Stove fuel ✓ Concrete re-enforcement
			Whole trunk	<ul style="list-style-type: none"> ✓ Soil fertilisers, stabilisers and planting media
	FRUIT WASTE	Immature fruit "Shed/Thinned"	High sucrose date fruit paste	<ul style="list-style-type: none"> ✓ Low grade fruit paste
High sucrose date syrup			<ul style="list-style-type: none"> ✓ Low grade fruit syrup and animal lick blocks 	
High sucrose Press-cake			<ul style="list-style-type: none"> ✓ Animal feed 	
Ripe & rejected fruit		High fructose/glucose fruit paste	<ul style="list-style-type: none"> ✓ High grade fruit paste 	
		High fructose/glucose date syrup	<ul style="list-style-type: none"> ✓ High grade fruit syrup 	
		High fructose/glucose press cake	<ul style="list-style-type: none"> ✓ Animal feed 	
FRUIT PROCESSING BY-PRODUCTS	Fruit kernels	Kernel shells	<ul style="list-style-type: none"> ✓ Facial scrubs 	
		Kernel oil	<ul style="list-style-type: none"> ✓ Cosmetics, soaps, shampoo, pharmaceutical, speciality products ✓ Animal feed 	
			<ul style="list-style-type: none"> ✓ Fermentation products including bio-ethanol, single cell protein, organic and amino acids 	
	Fruit pulp	Date syrup	<ul style="list-style-type: none"> ✓ Fermentation products including bio-ethanol, single cell protein, organic and amino acids 	
		Press-cake	<ul style="list-style-type: none"> ✓ Animal feed 	



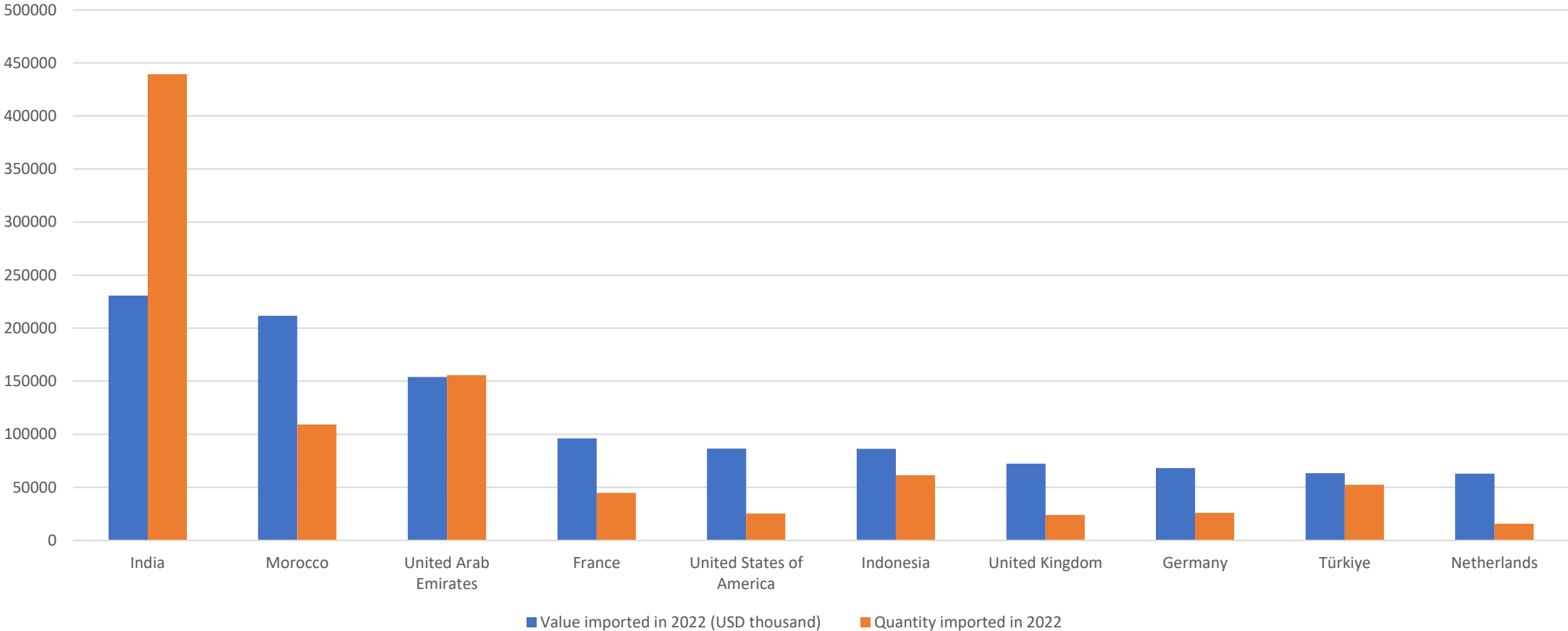
Jordanian Medjool – Marketing
Outlook

Jordanian dates - Export Trend 2014 - 2022

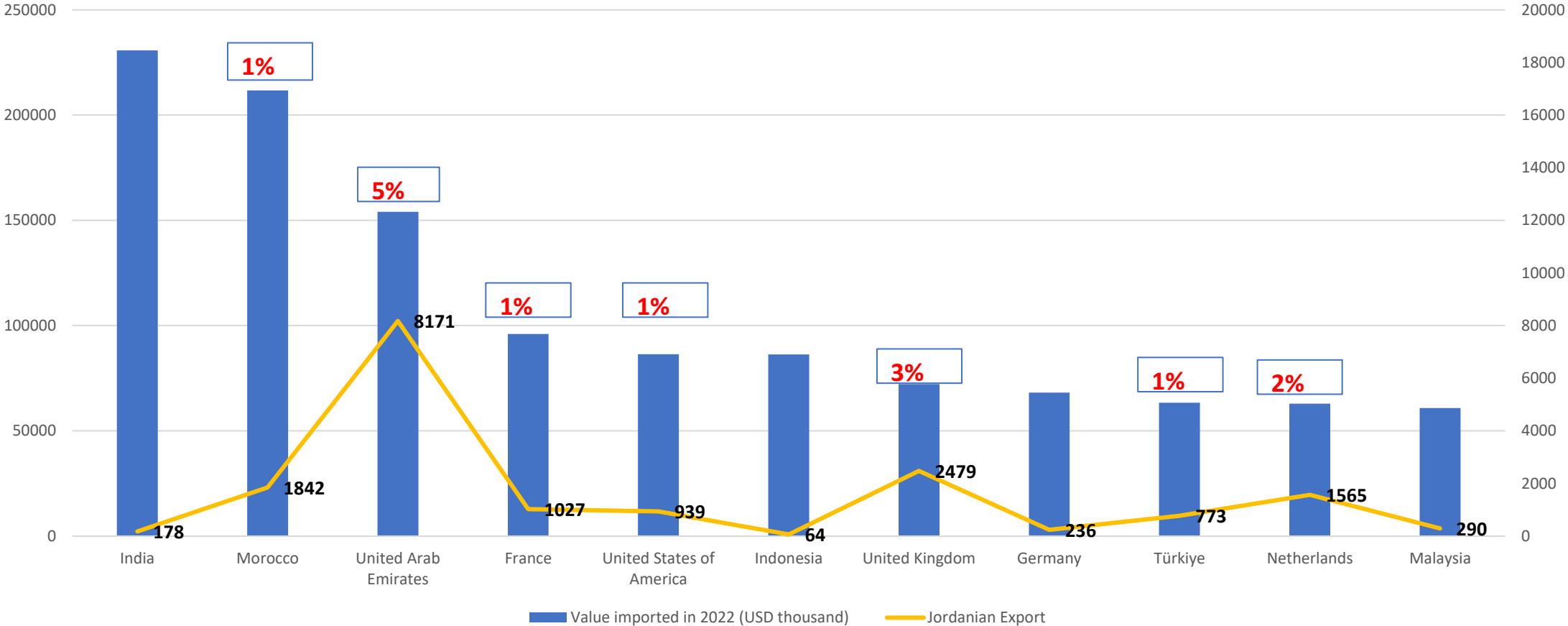


Jordanian Dates exports showed a progressive growth over the past 10 years

Top 10 importing countries for dates products



Jordanian Dates share of imports – Top 10 importing countries



Germany

- The country is the second largest importer of dates in the European Union.
- Popularity of dates has grown across Germany and are increasingly used as healthy fruit snacks, as well as in home cooking, bakery products, and other food manufacturing industries.
- For the end user's actual consumption, **Medjool** is the most popular date variety, accounting for **39%** of the total date consumption in Germany. Average retail price is also the highest among all date types, equal to **9.95 EUR** per kg.
- They were followed by **Deglet Nour** with **26%** of the consumption and average retail price of **8.65 EUR** per kg.



Germany

- Supermarkets and hypermarkets accounted for 57% of the German dates distribution in volume terms followed by independent retailers (16.4%), specialist retailers (13.3%).
- 500 G is by far the most popular pack size, accounting for 29.4% of the German dates retail market followed by 250 G (24.3%), 1 kg (22.7%)
- Edeka, Netto Marken, Aldi, Penny, Norma are among the top supermarket chains in Germany with more than 1000 stores each.



Price Samples



Natural Deglet Nour dates without stones 2.5kg,
price: 28.49€



Natural Medjoul dates, with stone, 1kg,
price: 18.49€

USA

- USA is the third largest global importer of dates; they are also producers of high quality Medjool cultivated mainly in Southern California and Arizona
- USA produces almost 60,000 tons of dates with average per capita consumption of 200 gm
- **Medjool** is the most popular date variety, accounting for **46%** of the total date consumption in USA. Their average retail price equal to **26.4 US\$** per kg.
- **Deglet Nour** follows with **21%** of the total consumption and average retail price of **21.4 US\$** per kilogram



USA

- Supermarkets and hypermarkets accounted for 64% of dates distribution followed by independent retailers (14.1%).
- 500 G is the most popular pack size, accounting for 25.6% of the US dates market followed by the 1 kg pack (24%), and 250 G (17%).
- Walmart, Kroger, Albertson, Meijer, and Publix are among the top stores trading dates



Price Samples



Natural Delights, Coconut Medjool Date Rolls, 340g,
price: US\$ 6.16



Natural Delights, Cacao with Pecans Medjool Date Rolls, 284g,
price: US\$ 6.16

Other varieties of dates products





Recommended Marketing Actions



Improve Production Quality

- Train and coach farms workers and owners to provide best agriculture practice.
- Activate the role of COOP to help small farmers on storage, conditioning, processing, and marketing aspects.



Standardize Classification of Medjool dates



- Medjool dates is classified according to size, moisture content and degree of loose skin.
- It gets sorted into 5 sizes (small, medium, large, jumbo, and superjumbo) and segregated into 4 quality grades where premium is given to fruits with less than 10% skin separation, Grade A (11%-30%), Grade B (30%-60%), and grade C (more than 60%).
- Others classify it into 3 grades; Premium (less than 10% Skin separation), Fancy (<25%), and choice (>30%)
- Rutab & Bon Bon are the fresh fruits with more than 35% moisture level.





Develop the Packaging Designs

- Packaging designs in Jordan are generally good, however, it lacks communication on the core differentiation for Jordanian Medjool (origin benefits).
- Claims like from rich O2 environment, or from the site of Chris baptism could be appealing to western consumers.



- Food quality certifications on the front face will add trust to the product quality.

Branding Jordanian Medjool dates

- National emblem to be considered to differentiate the origin of Jordanian Medjool.
- TPO's in key export markets to promote the Jordanian quality and authenticity.
- Few miles away from the Holy Baptism Site and a few meters away from the Jordan River.
- From the lowest point on earth, 390 meters below sea level, where the air is enriched with the highest levels of oxygen.





Thank you