



ACCESS TO THE EUROPEAN FRUITS AND VEGETABLES MARKET

The Jordanian production of fruits and vegetables is almost 3 million tons annually, with existing market opportunities for expansion. Jordan is distinguished with a highly strategic competitive advantage as a supplier of fresh crops due to the unique production possibility in the Jordan Valley during European wintertime in combination with production in the highlands in the counter-season.

The Jordan Hydroponic Agriculture and Employment Development Project (HAED-Jo) supports farmers and exporters with market development, covering both domestic and export markets. Next to supporting Jordanian farmers with adopting innovation technology, knowledge transfer and post-harvest value chains HAED-Jo also builds market intelligence and forges linkages with national and international markets.

While not forgetting the upcoming potential in the Jordanian domestic market, HAED-Jo primarily targets exports to EU countries. Strategies to enter higher-end markets, require more market awareness and knowledge with respect to trends, requirements, competition, especially regarding quality, food safety (certifications) and packaging.

Farmers and exporters are also supported in gaining that market knowledge, in developing their market strategy and action plans (either for individual businesses or for groups) and through study visits and business orientation tours to selected markets.

GLOBAL TRENDS AND DEVELOPMENTS IN DISTRIBUTION AND MARKETING OF FRESH FRUITS AND VEGETABLES

REQUIREMENTS:



EUROPE: LEGAL REQUIREMENTS

The European Food Law, puts high priority on food safety, regulations and directives are in the field of " to "The European Food Law puts high priority on food safety, regulations and directives in the field of:

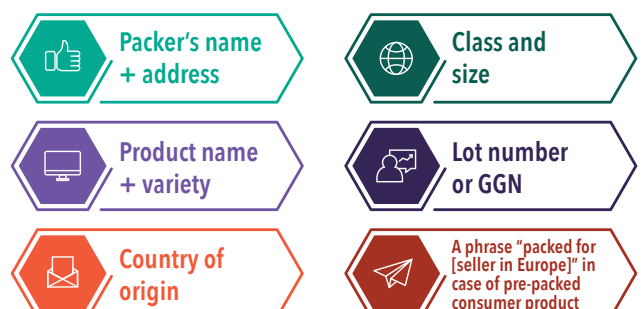


PACKAGING:

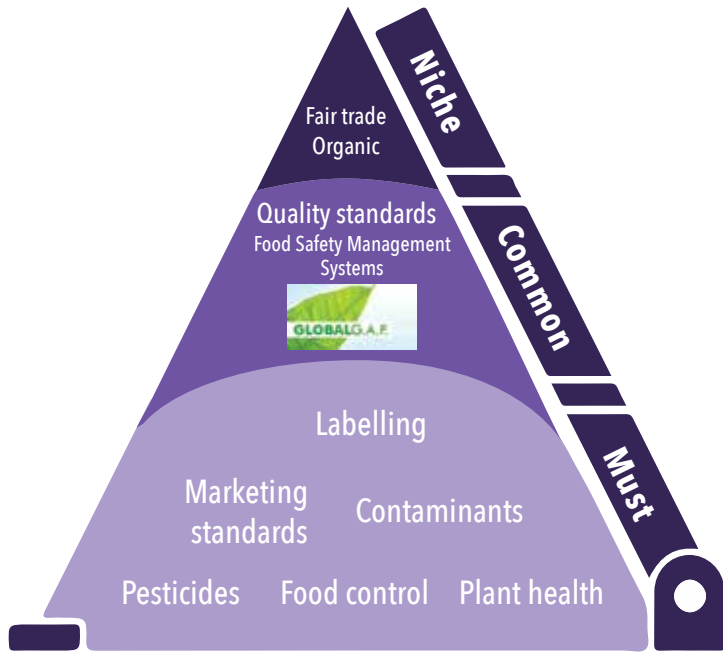
Private sector requirements in Europe



LABELLING REQUIREMENTS:



PRIVATE SECTOR REQUIREMENTS IN EUROPE



Common requirements
 For primary produce Good Agricultural Practices GLOBAL G.A.P.
 For processed produce Good Manufacturing Practices: schemes based on HACCP and ISO 22000: mainly BRC or IFS, but also other schemes, such as (SQF), FSSC 22000

Niche requirements e.g. organic or Fairtrade

Individual retailers often have their own schemes

CROPS AND POTENTIAL MARKET WINDOWS & COMPETITORS



Strawberries

- Import Window: **November – February**
- Competition: **Egypt, Morocco and Kenya**



Capsicum

- Import Window: **January – February**
- Competition: **Local production**



Chilies

- Import Window: **December – February**
- Competition: **Local production**



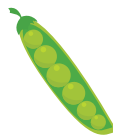
Gourmet type of tomatoes (esp. cherry)

- Import Window: **Winter**
- Competition: **Local production**



Fresh herbs (full assortment)

- Import Window: **October- April**
- Competition: **Kenya, Ethiopia and Colombia**



Beans, snow peas and sugar snaps

- Import Window: **December – March**
- Competition: **Egypt, Senegal and Morocco**



Tender stem Broccoli (Bimi)

- Import Window: **All year round**
- Competition: **Kenya and Morocco**

EUROPE: DIFFERENCES IN CONSUMER BEHAVIOUR, SPENDING POWER AND BUSINESS PRACTICES



Northwest Europe

- Highest purchasing power within Europe
- Large and dominant retail chains with high quality and food safety standards
- Food safety and health are drivers of organic niche
- Demand for convenience products is growing



South Europe

- Large producers of fresh fruit and vegetables
- More time is spent on shopping and preparing fruit and vegetables
- High consumption rates (80% of population has daily intake of fresh fruits)



East Europe

- Lower fruit consumption rates and focused on local varieties
- Lower purchasing power compared to Western Europe
- Great potential for future growth and direct supply



British importer

- Formal; direct approach, treats sellers as equal, interested in track record, irritated by small talk and formalities
- Appreciates own opinion, initiatives and assertive communication



Dutch importer

- Informal; first names
- Direct; expects initiative
- Empowered to decide
- Quick to ask price
- Strict deadlines



Italian importer

- Polite, formal; no first name basis
- Formal dress and etiquette
- Style, quality and design
- Often not empowered to make decisions
- Relationship, lunch and dinner very important