MARKET MAPPING FACT SHEET

Jordan-Syria Agricultural Export Corridor and Smallholder Market Inclusion

Based on the Market Mapping Report 2026

REPORT DATE	STUDY PERIOD	OBJECTIVE OF THE MAPPING	PRODUCTS COVERED
28 April 2026	28 Jan – 9 Apr 2026	Understand export regulations, post-harvest capacity, market dynamics, institutional support, and smallholder integration into Syria-linked value chains	Eggplant, okra, grapes, coloured bell pepper, strawberries, baby cucumbers

KEY MESSAGE

The reopening of the Jordan-Syria corridor has revived agricultural export opportunities and restored regional trade connectivity. However, export benefits remain concentrated among larger exporters unless smallholder farmers receive coordinated support, market information, aggregation systems, post-harvest infrastructure, financing, and risk-sharing mechanisms.

PROJECT CONTEXT

The Grow Economy Project aims to improve livelihoods and increase stable income opportunities for small-scale farmers in Jordan, with attention to women producers, Syrian workers, refugees, and vulnerable groups.

The project is funded by AFD and implemented by a consortium including Acted, ACF, ECO Consult, RSCN, Phenix Centre, TDH, and NARC.

METHODOLOGY

Desk Review	FGDs	KIIs	Market Observation	Stakeholder Roundtable
2025 market mapping, export regulations, trade dynamics	5 FGDs with 51 smallholder farmers	13 interviews with exporters, logistics providers, certification actors	Amman Central Market – 12 March 2026	26 March 2026 with public, private, NGO/INGO actors

Data were analysed through thematic analysis and triangulated across different sources to identify patterns, validate findings, and compare perspectives across farmers, exporters, logistics actors, institutions, and support organisations.

Key Findings

01 Institutional landscape

Key Actors

- Ministry of Agriculture
- Jordan Customs
- Ministry of Industry, Trade and Supply
- Jordan Exporters and Producers Association for Fruits and Vegetables
- Chambers of Commerce
- Certification bodies and cooperatives
- Exporters and logistics providers

Main Gap

Existing support mechanisms remain fragmented and dependent on individual initiatives rather than coordinated sector-wide systems.

02 Regulatory and Compliance and Post-Harvest Infrastructure for Agricultural Exports

Export procedures through the Jordan–Syria corridor have resumed under existing regulatory requirements, creating opportunities for market diversification and strengthening Jordan's winter supply advantage. However, export readiness remains constrained by unclear procedures, weak coordination, logistics gaps, and limited post-harvest capacity.

Key Gaps and Challenges

border procedures

Inconsistent transit rules and border procedures make export processes unpredictable.

Cost Burden

High compliance, certification, testing, transport, and logistics costs increase the export burden.

coordination

Weak coordination across institutions and borders creates delays and unclear requirements.

Information sharing

Export information is not shared clearly or systematically with farmers and support actors.

Cold Chain & Storage

Weak cold-chain backup, damaged routes in parts of Syria, and limited aggregation, grading, packaging and storage capacity increase spoilage risks for time-sensitive produce.

Traceability

Weak traceability and pesticide management systems limit access to higher-value export markets..

Key Findings

03 Market Dynamics

Market Segmentation

Market	Main Characteristics
Syria	Lower-barrier market for lower-grade produce
Europe	Higher-value market with stricter standards
Occupied Palestine	Volatile and opportunity-driven

Market opportunities are increasing, but access remains uneven.

- Large traders continue to control most export channels and strongly influence price formation because they have stronger market links, higher volumes, and better logistics capacity.
- Smallholder farmers have limited bargaining power and often accept the prices set by traders.

04 Institutional Support and Collaboration Models

- Institutional support exists through technical training, extension guidance, and the Ministry of Agriculture marketing platform, but it remains fragmented and limited in practical use.
- Exporters still rely on personal networks to access market information and buyers, while partnerships such as exporter–farmer support, shared logistics, public-private initiatives, and cooperatives remain mostly informal and actor-specific.

05 Smallholder Integration into Syria-Linked Value Chains

Smallholders need targeted support to benefit from export growth:

Main Barriers Facing Smallholders

Barrier Area	Key Challenges
Market Access	Weak buyer linkages and limited market information
Compliance	Residue standards, traceability, certifications
Infrastructure	Cold storage, grading, packaging, aggregation
Finance	Low insurance coverage and limited liquidity
Capacity	Need for technical and post-harvest training

PRIORITY ACTION

Priority Area		Recommended Action
01	Integrated Export Support Platform	Build on the Ministry of Agriculture platform to centralise export procedures, compliance requirements, logistics information, prices, demand trends, and market opportunities.
02	Cooperatives and Farmer Post-Harvest Systems	Strengthen cooperatives and farmer associations to improve aggregation, grading, packaging, storage, traceability, and buyer engagement.
03	Agricultural Insurance and Pre-Financing	Expand insurance, seasonal credit, and pre-financing linked to export-oriented production and contract farming.
04	Smart Farming and Market-Oriented Extension	Provide practical training on pesticide management, residue standards, suitable varieties, irrigation, grading, packaging, and post-harvest handling.
05	Agricultural Representation and Market Linkages	Strengthen embassy support, trade missions, exhibitions, B2B matchmaking, and market intelligence to connect exporters with buyers.

STRATEGIC CONCLUSION

The reopening of the Jordan-Syria corridor represents a major opportunity to strengthen Jordan's agricultural exports and reconnect producers to regional and international markets. However, ensuring that smallholder farmers can participate meaningfully in this recovery will require coordinated public-private action, stronger market systems, improved logistics and post-harvest infrastructure, and targeted support mechanisms that improve competitiveness, resilience, and long-term rural livelihoods.

Prepared from:
Market Mapping Report 2026