



Food and Agriculture
Organization of the
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UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

ASTA
AGRI-FOOD SYSTEMS
TRANSFORMATION ACCELERATOR



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Transforming Jordan's agrifood system towards greater sustainability and resilience

Nourishing communities, cultivating futures!

Jordan's food system faces significant challenges, including climate change, water scarcity, reliance on imports, the impact of hosting a large refugee population, and economic shocks, among others. These factors exacerbate food insecurity, disproportionately affecting vulnerable groups such as small-scale farmers, women, youth, and refugees. The Jordanian government has placed food security at the forefront of its sustainable development efforts. The 2021–2030 National Food Security Strategy (NFSS) and its Action Plans aim to improve food availability, access, utilization, stability, and food systems governance.

The Joint Programme (JP), Transforming Jordan's agrifood system towards greater sustainability and resilience, jointly implemented by FAO and UNIDO and funded in its preparatory assistance phase by the Joint SDG Fund, supports these efforts by mainstreaming an agrifood systems-based approach into the NFSS and its Action Plans. This approach is critical to ensuring that the transformation of Jordan's agrifood systems is sustainable, inclusive, and capable of addressing the complex interlinkages between food security, nutrition, livelihoods, and climate resilience.

Expected outcome

The JP is expected to enhance the effectiveness of the Government of Jordan's agrifood systems initiatives in advancing targeted Sustainable Development Goals (SDG) outcomes. This will be achieved through a collaborative process in which the Government, in partnership with key stakeholders, identifies and designs integrated agrifood systems-based solutions that leverage innovation and blended financing to deliver sustainable and inclusive impact.

Key facts

DURATION



September 2024 -
August 2025

FUNDING SOURCE



UN Joint SDG Fund

BUDGET



USD 250 000

IMPLEMENTING UN



FAO & UNIDO

SUSTAINABLE DEVELOPMENT GOALS

BENEFICIARIES



Stakeholders across the three selected entry points within the fruits and vegetables sector and 50 government officials

PARTNERS & NATIONAL COUNTERPART



Food Security Council and the Ministry of Agriculture of Jordan



Expected programme outputs

1. Gender analysis and food security assessment reports
2. Fruits and vegetables value chain analysis and strategy design document (VCA/D report)
3. Facilitation project proposal to initiate the strategy
4. Monitoring and evaluation system for agrifood systems in Jordan is established
5. More than 600 people whose awareness of food systems solutions has increased
6. A gender-sensitive communications strategy and 6 communication products

Outputs and activities

1. Entry points are identified to drive agrifood system transformation with a focus on food security and the inclusion of small-scale producers, women, youth and refugees.

The fresh fruits and vegetables sector is a key driver of Jordan's agrifood transformation, crucial for food security, rural livelihoods, and the national economy. However, several barriers impede the realization of its full potential, including outdated production practices, high input costs, poor post-harvest infrastructure, limited value addition, restricted market access, and access to finance, worsened by climate pressures and the need for greater inclusion of small-scale producers, women, youth, and refugees. Building on Jordan's NFSS and in-depth review of its Action Plan for 2022–2024, and stakeholder consultations, three strategic entry points were prioritized for their feasibility and impact potential:

1. Develop sustainable citrus value chain;
2. Establish climate-smart post-harvest centers for grading, sorting, packing, light processing, and storage for fresh fruits and vegetables;
3. Develop inclusive fruits and vegetables market systems.

Complementary capacity-building activities are designed to support the Government of Jordan in adopting and institutionalizing this systemic, value chain-driven approach to food systems transformation. Cross-cutting to these efforts are targeted actions to assess gender and social inequalities and facilitate the inclusion of women, youth, and refugees.

2. Upgrading strategies developed for three entry points, and a concrete project proposal to assist the Government of Jordan to implement the strategies.

The JP has conducted rapid analyses of the three entry points, assessing their strengths, weaknesses, opportunities, threats, and sustainability implications. Based on this, and together with key stakeholders, strategic interventions for upgrading have been developed, along with action and investment plans, and financing solutions.

These interventions form a roadmap to deliver the following benefits and outcomes:

1. Boost productivity, resilience, and market competitiveness of citrus by promoting water-saving technologies, drought-tolerant varieties, and climate-smart practices;

2. Enhance the quality, value addition, and competitiveness of Jordanian fresh produces in domestic, regional and international markets through the establishment of climate-smart post-harvest centres;
3. Promote inclusiveness in fruits and vegetables markets by developing new market channels through a digital platform, municipal and regional farmer markets, and contract farming.

Investments will strengthen producers, cooperatives, and SMEs by improving market access, financing, and trade opportunities. These efforts will support a more inclusive, resilient, and climate-smart agrifood system in Jordan—empowering small-scale producers, enhancing food security, attracting private investment, and promoting sustainable development.

3. Enhanced capacity to monitor and evaluate the sustainability, performance and resilience of agrifood systems.

Continuous monitoring, learning, and adapting is central to an agrifood systems-based approach. The JP is working with stakeholders to identify indicators for measuring agrifood system transformation and sustainability and incorporate them into a national monitoring and evaluation framework. Along with guidance, tools and stakeholder engagement, this activity will complement efforts in strengthening the governance of agrifood systems and food security in Jordan.

4. Joint project management, M&E and audit, and communications.

This output ensures effective project management and communication of the holistic agrifood systems transformation approach, supported by a gender-sensitive communication strategy and at least six inclusive communication tools to enhance awareness and stakeholder engagement in system-based solutions, such as briefs, brochures, infographics, and stories from the field that illustrate systems-based approaches and highlight the role of women in agrifood systems in Jordan.

To connect with the ASTA programme, please reach out to the contacts below.

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