



JORDAN HORTIFUTURE PROJECT

2021 - 2024

5000

smallholder farmers to be trained on good agricultural practices

100

smallholder farmers will get micro-grants to improve farm productivity

320

smallholder farmers to benefit from 0% interest loans

PROGRAM BRIEF

Building off ongoing efforts supported by the Embassy of the Kingdom of the Netherlands, the HortiFuture Program aims to strengthen the broader horticulture sector across the whole value chain, and improve the income opportunities and longer-term resilience of smallholder farmers in Balqa, Irbid, Ajloun, and Jordan Valley in Jordan, while including women, youth, and refugees. The Mercy Corps-led consortium, consisting of Dutch partners Wageningen University & Research (WUR) and Advance Consulting, will bring years of complementary experience working on strengthening the horticulture sector in Jordan and globally.

Donor: Embassy of the Kingdom of the Netherlands

Target Participants:

Smallholder Farmers (Micro, Small & Medium Enterprises Horticulture Farmers) | Local Organizations and Cooperatives | Extension and Service Providers | Input Suppliers | Agri-businesses | Financial Institutions

Implementing Organizations:

Mercy Corps Jordan (Lead) | Wageningen University & Research | Advance Consulting

Geography Focus:

Balqa, Irbid, and Ajloun, Including Jordan Valley



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INTERVENTIONS



INCREASE PRODUCTIVITY AND QUALITY ACTIVITIES FOR SMALLHOLDER FARMS

HortiFuture will support farmers in integrating best practices for cultivation and post-harvest, introduce small farm-appropriate technologies through micro grants and providing Good Agricultural Practices (GAP) trainings.



ENHANCE ACCESS TO FINANCE AND IMPROVE THE BUSINESS PERFORMANCE FOR AGRIBUSINESSES

Jordan HortiFuture will provide training courses on marketing and business development targeted to agribusiness. In addition, the project will provide 4 cost-sharing grants and increase access to finance by providing 0% interest loans to smallholder farms in partnership with Agricultural Credit Corporation (ACC).



NATIONAL OLIVE OIL FESTIVAL, PROMOTING ANCIENT OLIVE OIL TREES AND NATURE INCLUSIVE AGRICULTURE

Jordan HortiFuture will support NARC in organizing the National Olive Oil Festival, in cooperation with the Ministry of Agriculture and many local and international partners. The festival will target more than 500 vendors that vary from olive oil mills, CBOs, individual farmers, home based businesses and various rural products. In addition to that, JHF will enhance the promotion of ancient olive oil trees in Ajloun by developing a collective branding strategy for niche olive oil to improve the development of ancient olive oil.



ENHANCE THE CONNECTIONS BETWEEN SMALLHOLDER FARMERS AND EXTENSION SERVICES

JHF will help market farmer's products by the development of new commercial services for SHF through the provision of 7 Innovation Fund specifically for out-grower schemes and grants for improving smallholder product and services horticulture sector.



STRENGTHEN THE ENABLING AND SUPPORTING ENVIRONMENT OF THE HORTICULTURAL SECTOR

HortiFuture will improve the broader enabling environment of the horticulture sector by strengthening organizational capacity and service delivery, strengthening coordination among donors and Dutch initiatives, and supporting the upgrade and expansion of NARC's laboratory facilities.

