

Agenda



Goals and Priorities:

Macro issues / Measures / evaluation

- LEGISLATION REFORM AND DEVELOPMENT
- Contribution to economy
- MANAGEMENT OF NATURAL RESOURCES
- CAPITAL INVESTMENT

Sector Strategies (Hort in Jordan)

- IMPROVE PRODUCTION PROCESS
- IMPROVE MARKETING & SALES PERFORMANCE
- ENHANCE HUMAN & TECH. RES. DEV. & MAN.
- DEV. & STRENGTHEN SECTOR INSTITUT. CAP.
- IMPROVE POST HARVEST PROCESS

Query later / (Actions)

- Horticulture in Jordan
 - DEV. HIGH VALUE HORT. IN REST OF JORDAN
 - DEV. HIGH VALUE HORT. IN JORDAN VALLEY
- RATIONALISED AUTHORITIES FOR IRR&AGRIC.

Relevance			Fulfillment	
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8	5	3	0	0
9	7	5	0	0
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Macro and Sector goals



ector Strategies

Production processes	Market system Performance	HR + Tech Develop / Management	Post Harvest processes	Institutional capability
Technology driven production	Contract Based Farming	Licensing growers	Collective Approach	Government
Essential production techniques	Centralised Marketing boards	Intensive Training	Individual Approach	Private Sector
Organic farming	Jordan Branding _ Promotion	Technology / management transfer	Mixed Approach	Certification Boards (public private)
Mixed all of the above	External Branding _ Promotion	Develop Local Workforce	Third Party Contracting	

Sector options



2 -1 0 1 2 3

	Market system & Performance Contract Based Farming Centralised Marketing boards Jordan Branding & Promotion External Branding & Promotion	H R + Tech Develop / Management Licensing growers Intensive Training Technology / management <input type="checkbox"/> transfer Develop Local Workforce	Post Harvest processes Collective Approach Individual Approach Mixed Approach Third Party Contracting	Institutional capability Government Private Sector Certification Boards (public & private)
Production Processes				
Technology Driven Production Techniques	2 2 0 0	3 2 0 2	0 1 0 2	1 0 1
Present production techniques	2 2 2 1	2 1 2 2	2 1 1 1	1 3 1
Organic Farming	0 1 0 0	3 0 0 1	2 2 1 0	1 0 0
Mixed all of the above	0 2 0 2	2 2 2 1	0 1 1 0	1 0 2
Market system & Performance				
Contract Based Farming		3 3 3 2	3 1 2 3	0 3 1
Centralised Marketing boards		2 2 2 2	3 2 1 3	1 3 1
Jordan Branding & Promotion		2 0 2 2	0 1 2 1	1 0 0
External Branding & Promotion		3 3 3 3	3 1 2 0	0 3 0
H R + Tech Develop / Management				
Licensing growers			3 2 2 3	1 0 3
Intensive Training			0 0 3 2	2 1 1
Technology / management <input type="checkbox"/> transfer			3 2 2 0	2 3 2
Develop Local Workforce			2 1 1 0	1 0 2
Post Harvest processes				
Collective Approach				1 2 3
Individual Approach				-1 1 2
Mixed Approach				0 2 3
Third Party Contracting				1 2 1



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Sector Strategies

Production Processes	Market system Performance	HR + Tech Develop / Management	Post Harvest processes	Institutional capability
Technology Driven Production	Contract Based Farming	Licensing growers	Collective Approach	Government
Present production techniques	Centralised Marketing boards	Intensive Training	Individual Approach	Private Sector
Organic Farming	Jordan Branding _ Promotion	Technology / management transfer	Mixed Approach	Certification Boards (public private)
Mixed all of the above	External Branding _ Promotion	Develop Local Workforce	Third Party Contracting	

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Sector Strategies

Production Processes	Market system Performance	HR + Tech Develop / Management	Post Harvest processes	Institutional capability
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Sector Strategies

Production Processes	Market system Performance	HR + Tech Develop / Management	Post Harvest processes	Institutional capability
Technology Driven Production	Contract Based Farming	<input checked="" type="radio"/> Licensing growers	<input checked="" type="radio"/> Collective Approach	Government
Present production techniques	Centralised Marketing boards	Intensive Training	Individual Approach	Private Sector
<input checked="" type="radio"/> Organic Farming	<input checked="" type="radio"/> Jordan Branding Promotion	Technology / management transfer	Mixed Approach	<input checked="" type="radio"/> Certification Boards (public private)
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Sector Strategies

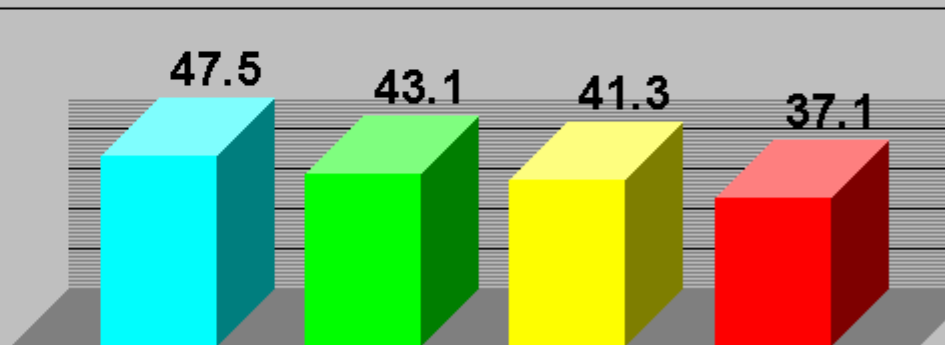
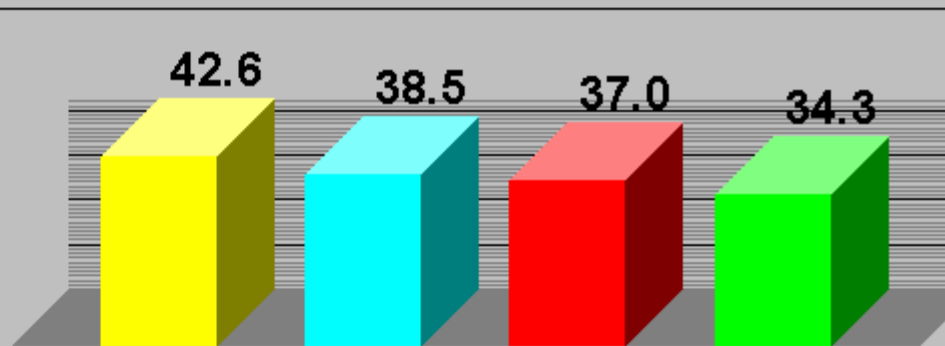
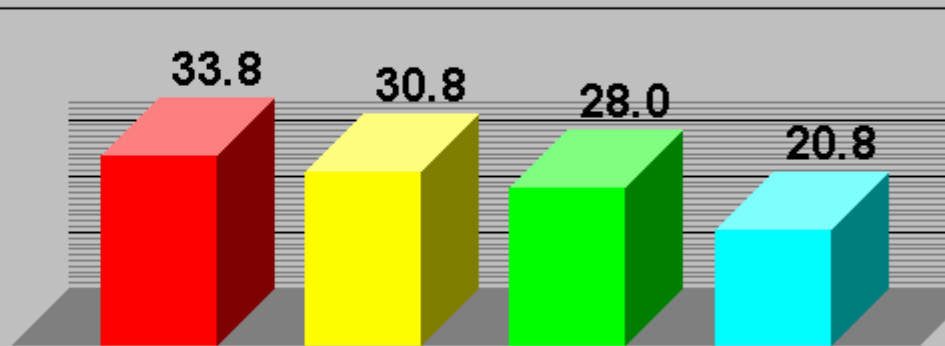
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	H2O Water Protection	Econ Contribution to Economy	Nat Res Mgt of Nat Resources	Cap Invest Capital investment	Leg Ref Legislation Reform	Consumer Consumer choice
10	10 7 6	9 9 9	8 7 7	8 8 6	7 5 3	6 9 10
standing driven	5 7 9	3 6 7	0 -1 -1	6 9 7	6 5 2	3 7 9
ral /Tech	5 7 9	5 6 6	0 -1 -1	6 7 6	6 5 2	3 5 8
standing prod	2 5 7	4 5 9	1 1 2	4 5 6	6 5 2	5 6 8
anic,J.	1 3 7	1 5 8	2 4 5	3 5 5	6 5 2	4 8 10





Scenario Partially Implemented

