



Ministry of Agriculture
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Horticultural Export Promotion and Technology
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“Cut Flower Production in Jordan”

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“Cut flower specialists”

- **Cut flower Production in Jordan**

- **Introduction:**

Flowers are grown on a global scale, now Jordan is investing more in the industry in order to be one of the biggest flower-growing nations in the world. Jordanian cut flower production can be classified according to the technology used, as well as the structure and the ecological characteristics of production areas, there are two main categories of flowers, one of them is mainly for domestic consumption and the other is export oriented cut flower production. Commercial cut flower production in Jordan was initiated lately in 20th century in the Baq'a and Madaba region due to its proximity to Amman, which is the main consumption centre. In order to market the flowers produced the first production and marketing cooperative was established in beginning of eighteenth, in Amman, this date was the real start for effective marketing of cut flowers in commercial terms.

- **Cut Flower Production in Jordan 2004 Season (hectares)**

<i>Production area</i>	<i>Production area in hectares</i>
Baq'a	40
Madaba	39
Jordan valley	3
Other areas	2
<i>Total</i>	84

- Source: Our team field survey

Most of the flowers produced in Baq'a, Madaba and Jordan valley regions are generally only for the local market. Production takes place in spring and summer and winter undercover or in open fields. Production costs are low enough for the flowers to be sold in the local market because the green houses do not need extra heating, Baq'a area has been producing flowers for domestic consumption for the last 20 years. Jordanian cut flower production areas can be seen in the above chart, In the mentioned regions Carnations, Roses, Gladiolus, Freesia, Lilies, Statice and Chrysanthemum are mostly grown while producers in the Jordan valley region grow Gypsophila and Greenery, these flowers are generally transported and auctioned through the co-operatives, which have branch offices throughout the country.

In order to produce high quality flowers and meet buyers' requirements, some export companies are also involved in the production; they normally produce flowers, which necessitate much more technical knowledge and infrastructure for production, Contract growing has an important place in total export oriented cut flower production. In these cases, exporters offer technical advice and production input to the growers.

Harvested flowers are placed into water containing sugar and a bactericide, this treatment is combined with extra lighting and heating to increase the blossoming, then the flowers are stored in fresh water under the necessary conditions.

Some flowers are sent packed flat in boxes. This enables large amounts of flowers to be packed into small spaces. Other flowers cannot survive for long periods out of water especially during road transportation. These are transported in buckets of water; this method extends the life of flowers and reduces labor time as flowers are ready for sale.

Almost all flowers are transported by air, only a negligible proportion has been shipped by truck using the aqua pack technique during the last years. Flowers coming from Jordan are sent with care and speed to arrive at the destination in good condition, flowers are often kept in refrigerated conditions at the packing houses and flown in planes early in the morning, special refrigerated Lorries transport the flowers to the airport, Jordanian exporters believe that the less time the flowers spend in transit the longer the time the customer has to enjoy them.

- **The Jordanian cut flowers Exports & imports.**

Country	Exports		Imports	
	Quantity Kg	Value JD	Quantity Kg	Value JD
Qatar	13464	14517	0	0
Saudi Arabia	3091	3698	0	0
UAE	1548	1697	0	0
Grace	180	604	0	0
Hong Kong	0	0	126	126
Kenya	0	0	560	560
United Kingdom	0	0	200	200
Lebanon	0	0	700	1517
Thailand	0	0	260	1911
South Africa	0	0	90	2020
India	0	0	900	2316
Holland	0	0	6608	20813
UAE	0	0	9	540
Thailand	0	0	295	1076
United kingdom	0	0	258	2505
Vietnam	0	0	1085	3626
Total	18283	20516	11091	38547

- Jordanian cut flower exports during 2004, source, the Jordanian statistics.

From the cut flower whole sale markets we found a 25000- 30000 JD the total annual export sale, which indicates the real Jordanian exports number, compared to the numbers written in the previous table.

- The Jordanian local market cut flower sales.

<i>The year</i>	<i>Value in JDs</i>
2000	3500.000
2001	3700.000
2002	3600.000
2003	3800.000
2004	3850.000

- Source the Jordanian cut flower bourse.

- Average Jordanian cut flower FOB prices.

<i>The Variety</i>		<i>Unit</i>	<i>FOB Price in JDs</i>
1	Alsromeria	Stem	0.092
2	Anthurium	Stem	0.75
3	Asparagus	Bunch	0.34
4	Aster	Bunch	0.35
5	Carnations	Stem	0.047
6	Celosia	Bunch	0.483
7	Chrysanthemum	Bunch	0.59
8	Eustoma	Stem	0.086
9	Freesia	Stem	0.040
10	Gerbera	Stem	0.041
11	Gladiola	Stem	0.087
12	Gypsophila	Bunch	1.043
13	Helianthus	Stem	0.085
14	Iris	Stem	0.104
15	Lilum oriental	Stem	0.403
16	Matthiola	Stem	0.094
17	Narcissus	Stem	0.056
18	Roses	Stem	0.047
19	Solidago	Bunch	0.315
20	Tulips	Stem	0.414
21	Lilum Asiatic	stem	0.559
22	Lilum longiflorum	stem	0.254

- Source the Jordanian cut flower bourse.

Jordan cut flower producers have comparative advantages for developing their exports of cut flowers and foliage, based on land, labor and climate, their shares in the world import markets can be increased substantially, supported by appropriate export development policies and strategies, the most important factor to be competitive in the importing markets is a good quality product and regularly supplied.

