

## Olive Oil Sector

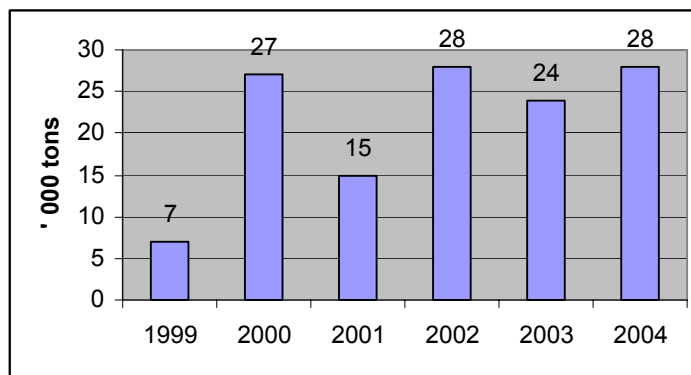
### Overview

Olives and Olive oil is known for its long rich heritage and is said to be originated in the Middle East and was cultivated by the ancient dwellers of the region approximately some 6000 years ago. In fact, many historians believe that the olive tree originated in the Biblical Rabbath Ammon, now Amman, capital of the Hashemite kingdom of Jordan.

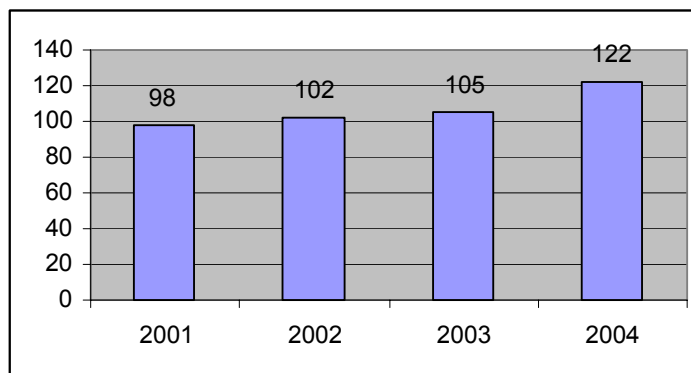
There are two main olive producing regions in Jordan: the western mountain ranges that cross the country from north to south, and the north eastern desert region, comprising of both Rain fed farming and Irrigated farming.

The Jordanian olive oil is usually sold as virgin olive oil for the local market and extra virgin olive oil for the international market.

### *Olive oil production*



### *No. of Olive oil mills*



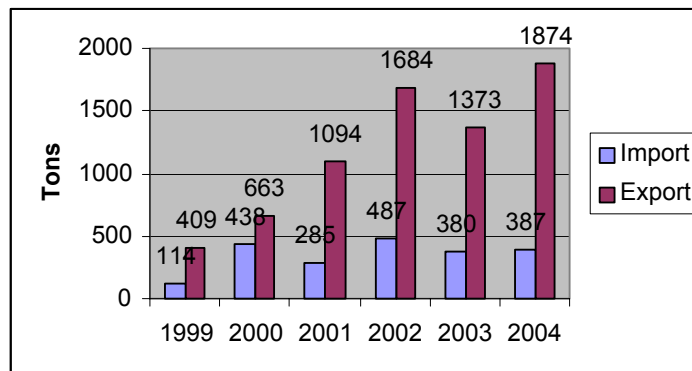
## Opportunities

It is a growing sector with vast opportunity to develop and create international cooperation. Jordan has access to the global market through preferential trade agreements such as Jordan-US free trade agreement, Qualifying Industrial Zones for US market, Jordan-EU partnerships, Arab Free trade agreement in addition to many bilateral trade agreements.

The characteristics of the Jordanian Olive oil sector , which can attract international cooperation:

- Jordanian Extra Virgin Olive oils have some characteristics that distinguish it; an aroma of ripen olives with hints of apple and other mature fruits with almost total absence of bitterness.
- The olive oil processing and finishing facilities include the latest state of the art equipment.
- Hand picking olives ensuring high quality
- Minimal usage of chemicals in the cultivation of olives.

## Export-Import



## Raw material

There are round thirty different types of Olive trees present in Jordan and all of which are capable of producing excellent quality Extra Virgin Olive Oil. The three pre-dominant types of Olive trees present are:

- a) Nabali Olives: A very high oil content between 28 to 33%. Oils have organoleptic qualities of nice light to medium fruitiness.
- b) Rasie' Olives: The oil content present ranges from 15 to 28% and have a taste of medium fruitiness with hints of green apple.
- c) Souri Olives: Oils of this olives have an intense fruity aroma and very differentiated organoleptic characteristics.

Around 17 million olive trees are farmed in Jordan in about 107,000 hectares of land and the plantation in the last 20 years have grown by 220%.