

Title Fresh cut herbs for export in Jordan: a case study
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Abstract

Jordan is a small country in the Eastern part of the Mediterranean region with limited water and land resources. Medicinal herbs and aromatic plants (MHAP) possess higher water use efficiency, relatively higher economic returns per unit area compared to conventional crops, and the potential to add value through processing and marketing. Utilizing the unique climate and diverse agro-ecosystems of Jordan allows production of MHAP on large and small-scales across all seasons of the year. Production and export of fresh herbs is very feasible in Jordan. Meeting and consistently maintaining quality standards is fundamental to the capture of any market share. Jordan has realized the need to promote horticultural exports including fresh herbs and launched several integrated efforts supported by national and international funding. This paper describes steps that were undertaken to promote MHAP with a specific focus on export of fresh herbs from the country.