



World Vegetable Center

Development Action Plan(DAP)

Module 2: Harvest to Table

36th IVTC

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**KASETSART UNIVERSITY, KAMPHAENG
SAEN CAMPUS,**

THAILAND





World Vegetable Center



The Hashemite Kingdom of Jordan

Eng.Baker Hassan Barakat

Director of Jordan Valley Agricultural
Directorate





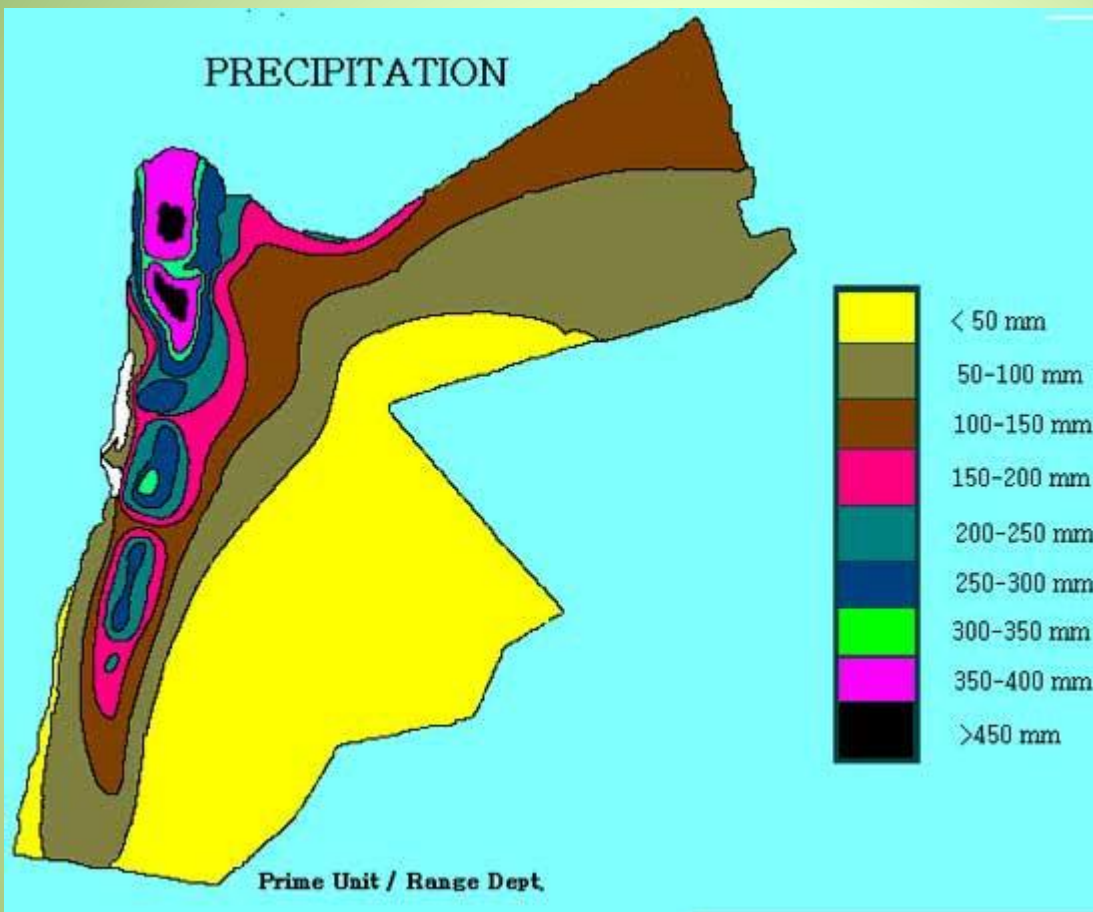
The Hashemite Kingdom of Jordan

- Capital: Amman.
- Area: about 89 million dunums (1000 square meter).
- Population: 9 million.
- Climatic geographical areas:
 - Jordan Valley (warm in winter, hot in summer)
considered as the most fertile part of Jordan with cultivated vegetables area of 400,000 dunums and tomato covered 70% of the area



- Highlands.
- Desert area.







Three topics in module 2 that I found most useful.

- Post harvest processing.
- Vegetable value chain (added value).
- Monitoring and evaluation.





Development Action Plan(DAP)

Control over production of tomato in Jordan valley





Objective:

Change from supply chain(single farmer) to vegetable value chain(group of farmers) competitive advantages, planned producing to guarantee the benefit.









Inputs:

1. Budget.
2. Experts.
3. Farmers.
4. Staff.
5. Seeds producers.



Activities:

1. Meetings with farmers.
2. Meetings with experts.
3. Establishment of agricultural associations.
4. Introduce new varieties of processing tomato.
5. Introduce a new cash crops.
6. Farmers training.
7. Establishment of packing and packaging centers.
8. Field Days(seeing is believing).

Duration: 2 years



Budget

Details	Cost (\$)
Contract experts	320,000
Travel & Transportation	200,000
Materials	200,000
Modifications& repair	65,000
Building and equipments	1000000
Total	1,785,000





Outputs:

1. Agricultural associations established.
2. New tomato varieties adopted.
3. New cash crops adopted.
4. Packing and packaging centers established.
5. Meetings with farmers & experts conducted.
6. Field Days held.





Outcomes:

1. Farmers planting new processing varieties
2. Farmers planting new cash crops.
3. Farmers joined to agricultural associations.
4. Farmers using the packing and packaging centers.





Impacts:

1. Farmers got higher income.
2. Social status improved.





Challenge:

- Availability of the budget.



Thank you for listening

