

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
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POLICY

Voluntary Public

Date: 6/25/2014

GAIN Report Number: JO1403

Jordan

Post: Amman

Dairy success story

Report Categories:

Livestock and Products

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Report Highlights:

FAS Amman Success Story – Dairy Cattle Move into New Market in Jordan

General Information:

General Information:

Calendar Year
2014
Cooperator
Non-cooperator organization <i>(if you are not a cooperator, but you use FAS programs like EMP, TASC, or GSM)</i>
No Specific program
Organization type: private or public <i>(public means government)</i>
Private
FAS program(s) used/funding sources <i>(e.g. MAP, MAP/GBI, EMP, CSSF, etc)</i>
No specific FAS program
Commodity <i>(if applicable, include if product is fresh, dried, concentrate, etc, like Fresh Sweet Cherries)</i>
Bred Dairy Heifers
Country/region <i>(to which you are exporting)</i>
Jordan
HQ State <i>(state where headquarters of cooperator or non-cooperator organization is located)</i>
NA
Producing/exporting state(s) <i>(attempt to determine exporting state; can enter "multi" if number of states is greater than 5)</i>
Colorado
Export dollars/projected sales
\$ 10 million/MY
Congressional district(s) <i>(Example: CA-04;TX-11. Attempt to determine congressional districts of producing/exporting areas; enter n/a if unknown; can enter "multi" if number of districts is greater than 5.)</i>
ID-01; ID-02; MO-04
Story type <i>(focus of story: trade show, small company, cooperator, FAS/post, program)</i>
FAS/post, program
For branded, company name, if applicable
NA

The story:

FAS/Amman, in cooperation with FAS and APHIS offices in Cairo and Washington, identified a new market opportunity for dairy cattle in Jordan and worked steadfastly until market access was achieved, resulting in over \$10 million exports.

FAS/Amman recognized the Jordanian demand for dairy cattle, where farmers were seeking to improve the genetics of the then existing livestock pool. USDA connected importers and exporters in the private sector, while simultaneously working with the public sector to arrange appropriate documentation. Active engagement between FAS, APHIS, and the Jordanian government led to an understanding of the USDA process for testing and certifying live cattle exports.

As a result of these efforts, a protocol was signed and the exports from the United States began. Jordanian buyers have bought dairy cattle from Missouri and Idaho and are interested in continuing to source from the United States. Over \$9 million of cattle were exported in 2013.

The opening of this market and the millions of dollars in sales which have already been achieved and which should grow further occurred without any additional expenses or costs, apart from the regular salaries of FAS employees in Amman and Cairo.