

Bridging Farmers to Markets: Stories of Transformation

With support from AFD, the consortium formed by Acted, Action Against Hunger, Terre des hommes, Phenix Centre for Sustainable Development, ECO Consult, The Royal Society for the Conservation of Nature, and National Agricultural Research Center (NARC), aims to improve climate-adaptive approaches, productivity, and diversify income sources for 600 small farming households over a period of three years as a part of its GrowEconomy project. Through NARC's and Acted's support, project's 10 small farmers participated in the 24th National Olive Festival in Jordan, a yearly celebration showcasing local products which saw 361,000 visitors this year. The festival enabled the farmers get greater access to markets by integrating them to national bazaars and market-based producer-consumer networks. The festival ran from 28 November to 7 December, 2024.



Hina*, a small farmer from Ajloun, cultivates grapes and cucumbers on her farm, and produces grape molasses and za'atar for sale. As a beneficiary, she recently participated in her first-ever bazaar, showcasing her products to a broader audience.

Hina at the National Bazaar



“During the bazaar, I try to think not like a farmer but like a customer”

Initially, Hina approached the event with fear. “I was afraid and had many concerns,” she shared. However, those fears disappeared quickly as she experienced the warm welcome of Acted project team, customers and the supportive environment created by fellow farmers. Through Acted's post-harvest training, Hina received assistance in packaging and branding her products, which significantly enhanced their market appeal. At the bazaar, she not only increased her sales daily but also adjusted her approach to pricing. On the first day, she realized her prices were too low, so she adjusted them on the second day while feeling more confident about the adjustments.

The support among participants was another highlight for Hina. Farmers at the bazaar helped each other, from sharing marketing skills and food processing techniques to covering each other's counters during breaks. Hina's experience at the bazaar has boosted her confidence but also ignited her entrepreneurial spirit. “I wish for longer bazaar hours”, she says. Hina learned new ways to interact with customers, improve her products, and explore innovative food processing techniques. Grateful for the opportunity, she hopes to learn more in upcoming project trainings, participate in future bazaars and wishes for longer hours to maximize engagement with customers.

“I am a woman with a lot of power,” Hina proudly asserts. Her journey reflects the strength and determination of women farmers who, when given the right tools and platforms, can achieve success.



*Names have been changed to protect the identity of the beneficiaries

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Amir*, a Syrian farmer who came to Jordan in 2012 amid the crisis, has turned challenges into opportunities through sheer hard work and determination. After starting as an agricultural laborer in Mafraq and Madaba, Amir mastered the art of strawberry farming. Today, he proudly owns and operates 10 greenhouses, cultivating premium-quality strawberries that have become his hallmark. For the first time, Amir participated in a bazaar to showcase his strawberries. The event not only gave him the chance to sell directly to customers but also marked a turning point in his entrepreneurial journey. "The bazaar helped me shift from being just a farmer to becoming a salesperson," he said, describing how the experience broadened his perspective on marketing.



Amir* with his strawberries at the Bazaar

Amir's participation in the bazaar opened doors to three significant opportunities:

Direct Retail Partnership: The mall owner hosting the bazaar approached him to sell strawberries directly to the mall.

Regional Market Access: A visitor at the bazaar provided Amir with a business card, offering a connection to potential regional markets abroad.

Online and Telephone Sales: The event also helped Amir tap into online and telephone-based sales, leading to a substantial increase in orders and revenue.

Beneficiaries received support under the Grow Economy Project to diversify their income streams **through access to a national bazaar**

"The bazaar was a great opportunity. Selling directly to customers increased my sales and saved me the cost of using mediators. It gave me the confidence to explore new opportunities and markets."

