

# Jordan

## Madaba Urban Market



**Market type** Mixed: Food products, vegetables, garments, household items, others.

**Frequency** Weekly on Thursday and Friday



### Key Stakeholders

Madaba Governor, Greater Madaba Municipality, Madaba Chamber of Commerce, Ministry of Industry & Trade and Supply, Ministry of Local Administration, Market Investor, Traders, Local customers, Producers: Farmers, home-based producers, Market supply chain providers, and local NGOs.

### Main products and users

- Fresh fruits and vegetables, Olives and olive oil, Dairy products: Labneh, yoghurt, white cheeses, Herbs and spices: Za'atar, sumac, dried herbs, and spice blends.
- The main users are the residents in Madaba Governorate.

### Main production / farming system(s)

Tomatoes, cucumbers, potatoes, onions, eggplant, zucchini, bell pepper, leafy greens, bananas, apples, citrus, strawberries, and seasonal fruits from surrounding farms.

### Value chain involved (sourcing)

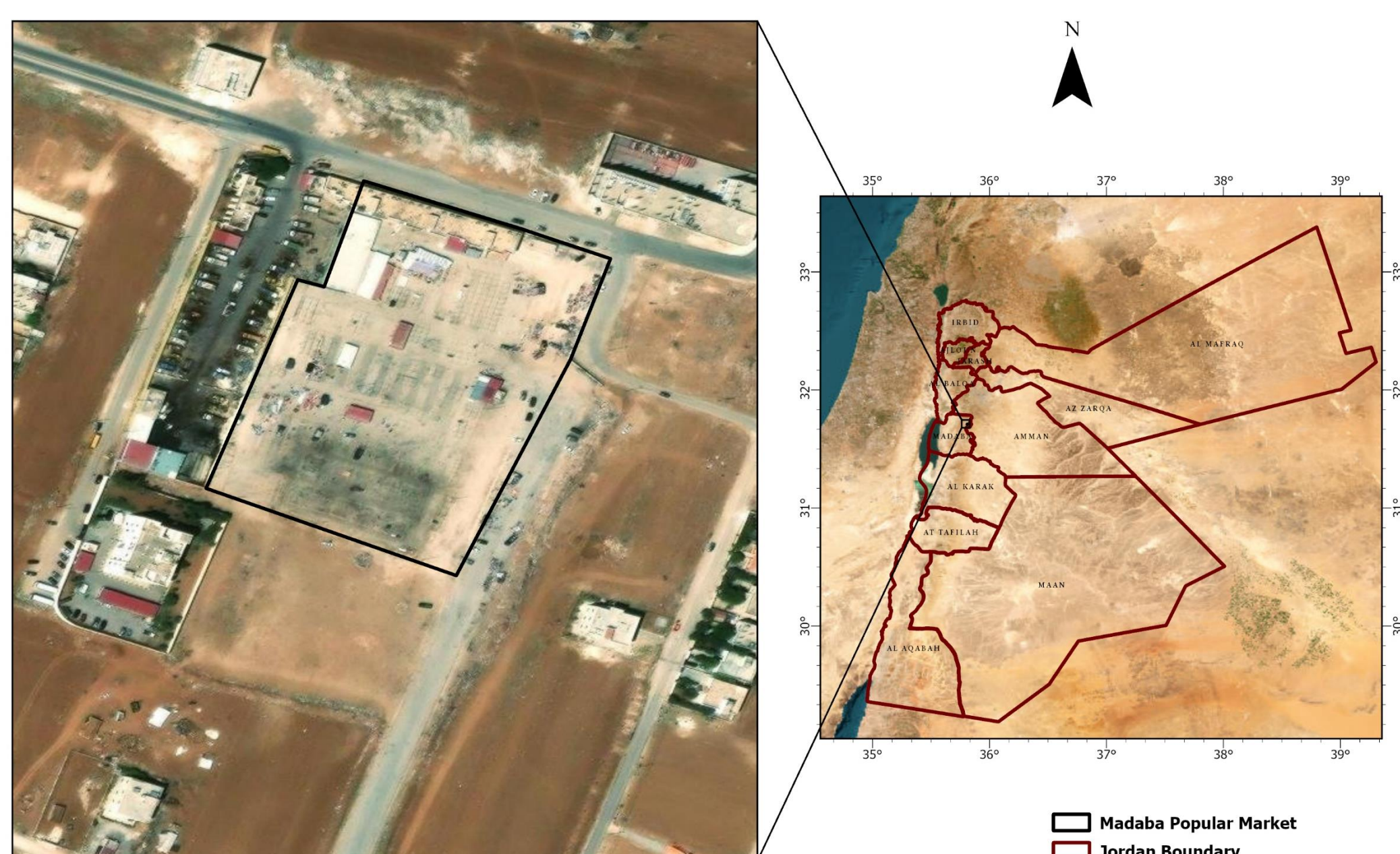
The value chains involved are:

- The production sites include surrounding farms, Jordan Valley farms, and home-based producers for cheese, pickles, olives, and jam products.
- Transportation services are mainly offered by individuals using non-refrigerated vehicles to transport food products and vegetables from farms and traders to the Madaba local market.

### Institutions / Governance setting up market

Madaba Municipality has awarded the local market management to an investor through a public tender announcement. The investor is responsible for managing a market of 10 dunums (10,000 m<sup>2</sup>) area, by leasing the plots to individual sellers. The municipal staff has an office in the market to supervise the market and ensure that all safety and security measures are in place, in collaboration with the investor staff, by walking around during working hours.

## Location



## Challenges

### Lack of:

- Infrastructure amenities, facilities
- Umbrellas for vendors,
- Solar lighting poles,
- Adjacent car parking,
- Support female-led food enterprises

## ICT-Potential

- Market Management & Governance system
- e-Marketing & Market social media platforms

## Practice Partners

- Greater Madaba Municipality

### Partner Organization: Royal Scientific Society (RSS)



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