

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Wheat and Barley Opportunities in Jordan

**Country:** Jordan

**Post:** Amman

**Report Category:** Promotion Opportunities, Food Security

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**Report Highlights:**

Jordan offers significant opportunities for U.S. exporters of wheat and barley due to its reliance on grain imports and its robust food security policies. With domestic wheat production meeting only 3 percent of national demand and barley serving as a critical component of livestock feed, the Government of Jordan (GoJ) actively procures large quantities of grain through international tenders. Demand for high-quality wheat and specialty flours from local mills is also on the rise as high-end bakeries and cafe culture continue to expand. This report outlines market dynamics and actionable steps for U.S. exporters to engage in this market, if interested.

## **Wheat Market Overview**

Jordan's wheat imports are projected to reach 1.15 million metric tons (MT) in marketing year (MY) 2025/2026, primarily sourced from Black Sea countries such as Romania, Ukraine, and Russia. Wheat consumption is expected to grow due to economic pressures and humanitarian needs.

Economic pressures continue to shape demand. Jordan's unemployment rate remained steady at 21.3 percent in Q2 2025, marking its lowest level since Q1 2020 and down 0.1 percentage points from 21.4 percent in the same quarter last year<sup>1</sup>. High unemployment and limited household purchasing power underscore the critical role of bread as a staple commodity in the Jordanian diet.

To shield consumers from rising international grain prices, the Government of Jordan (GoJ) continues to subsidize bread and maintain fixed retail prices. Current official prices remain at JD 0.40 (\$0.56) per kilogram for small pita bread, JD 0.32 (\$0.45) for large pita bread, and JD 0.35 (\$0.49) for Arabic bread (Mashrouh), according to figures from the Ministry of Industry.<sup>2</sup>

Jordan predominantly imports hard wheat, valued for its high protein and gluten content, which is ideal for traditional breadmaking, while soft wheat is used for baked goods. The government's proactive purchasing strategy ensures consistent demand, creating opportunities for exporters who can meet quality and price requirements.

## **Barley Market Overview**

Barley consumption is forecasted at 900,000 MT in MY 2025/2026, with imports projected to reach 1.1 million MT. Barley is essential for livestock feed, and the GoJ is building strategic reserves to capitalize on favorable global prices. Recent revisions to pricing policies aim to support livestock breeders, further solidifying demand.

As with wheat, Black Sea suppliers dominate the barley market due to competitive pricing and proximity. However, Jordan's consistent import needs present opportunities for exporters who can offer competitive freight and pricing solutions.

For additional information about Jordan's wheat and barley market, please see [FAS Amman's Grain and Feed Annual report](#).

## **Tender Participation Information**

The Ministry of Industry, Trade, and Supply (MOITS) is Jordan's leading importer of wheat and barley. The GoJ issues monthly international tenders monthly, typically for 120,000 MT per tender. Tenders are published in Arabic on the official MOITS website: <https://www.mit.gov.jo/AR/Modules/tenders>.

Tender documents include detailed specifications and are available for a non-refundable fee of 650 Jordanian Dinars (approximately \$920). To participate, interested parties (or their representative) should visit the MOITS Tenders Department in person (or through a representative) and present the following documents:

- A valid vocational license (copy);
- A certified commercial registration issued within 30 days of the tender opening date (copy); and,
- A valid Chamber of Commerce registration (copy).

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<sup>1</sup> <https://tradingeconomics.com/jordan/unemployment-rate>

<sup>2</sup> <https://jordantimes.com/news/local/cabinet-stabilises-bread-prices-until-end-2023#:~:text=AMMAN%20%E2%80%94%20The%20Cabinet%20on%20Sunday,the%20relevant%20ministries%20and%20institutions>.

### **Opportunity for Specialty, High-End Wheat and Wheat Products**

In the short term, there is a growing demand for high-quality wheat and specialty flour varieties tailored to the requirements of American and European-style pastries. Specific grades such as T45, T55, and T65 are increasingly sought after, as they are essential for different baking applications ranging from fine pastries to artisanal bread. To meet this demand, local mills have begun importing specialty wheat and flour directly, which are then distributed to premium end-users, including upscale pastry shops, hotels, and high-end bakeries. This trend reflects both the diversification of consumer tastes and the expansion of the hospitality and foodservice sectors, where international-standard baked goods are gaining popularity among middle- and upper-income consumers.

For U.S. exporters, this presents an opportunity to position high-protein and specialty flours in the market, particularly those aligned with international pastry standards. Competition is strong from European suppliers (notably France and Germany) who have established brand recognition and product familiarity. Price competitiveness, consistent quality, and the ability to offer technical support (e.g., training for bakers and pastry chefs) will be critical for U.S. suppliers to gain market share.

### **Recommendations for U.S. Exporters**

While suppliers from other regions currently hold a strong position in the market, Jordan's consistent import demand and food security-driven purchasing strategy present potential opportunities for U.S.-sourced grains. To engage effectively, FAS Amman recommends:

- Regularly reviewing MOITS tender publications for updates and opportunities;
- Exploring partnerships to reduce freight costs and improve overall pricing; and,
- Collaborating with local interlocutors to better understand market dynamics and establish a presence.

Jordan is welcoming of competitively priced foreign agricultural products. Jordan's grain import market is dynamic and responsive to those who proactively engage with the tender process and/or local buyers.

### **Attachments:**

No Attachments.