

SMALL FARMERS

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Is a digital platform promoting connection and networking among Aloe Vera, Date, Cherry and Apricot Small Farmers engaged in the application of a joint production reorganization strategy based on: agro-ecologic production approach; promotion of a quality management system, which focuses on product quality enhancement to respond to the international market demand and protection of ecosystem. Aloe Small Farmers work together to deliver of a high-quality product made out of love and environmental care to the final customer.

The Jordanian partners network

The **Jordan Exporters and Producers Association for Fruits and Vegetables (JEPA)** has the purpose of bettering the competitiveness of the Jordanian fruit and vegetable at both national and international markets through the supply of specialised services. **JEPA** provides to the projects its experience and competence being a subject that supplies services for the development of companies active in the agricultural sector. **The Royal Society for Conservation of Nature (RSCN)** which aims to conserve Jordan's biodiversity and to support local community development, is responsible for the Aloe vera processing, for the branding and labelling, counting many years of experience with its branch "Wild Jordan". Among the other partners involved in supporting the Jordanian farmers we have to mention **NAMA Strategic Intelligence Solution**, who gives an orientation to the market strategy .



The role of the John Paul II Foundation

The Foundation, with the financial support of the Italian Agency for Development Cooperation, coordinates a network of high-profile academic partners from the world of scientific research, large-scale distribution, national and international institutions and relies upon the work of a qualified team of economists, agronomists and market experts. It promotes a partnership-based approach supporting small farmers in reorganizing their production in a quality-oriented perspective to favour access to international markets.

The Jordanian Aloe producers

Jordan Valley (Ghor)

The Jordan Valley is a place known for the Dead Sea. The sandy soil, with high composition in salt, and the climate are favourable for the development of the plant. Aloe has been planted from Ghor Mazraa to Ghor Safi, till Feifa and Maamoura.

Highlands

In the Highlands, the clay and sandy soils and the poor rainfall make this area very suitable for Aloe growth, even though the plant has to be protected from winter frost. **Umm Jimal:** a village located at the border with Syria, at the edge of the eastern basalt desert plain. The soil is very fertile, due to the manure produced from small ruminants farming.

Jerash: famous for the ancient Roman archaeological site, it is a hilly wooden region, with a very fertile red soil, mostly clay.

Salt: ancient capital of Jordan, the hilly governorate of Balqa has also a very fertile soil.

Madaba: famous for its ancient mosaics and the proximity with the biblical Mount Nebo. The soil is rich, mostly clay.



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ALOE VERA

Jordan

THE PROJECT

The **Jordanian Aloe Vera value chain** represents the core of a strategy endorsed by prestigious research institutions, universities, large scale distribution and public bodies, under the John Paul II Foundation's coordination. The aim is to support small agricultural producers and women associations fostering a quality-oriented production and reorganizing the collective work of associations, focusing on environmental sustainability in compliance with international market standards.

To achieve these results it was necessary to define best practices through a Quality Management System: a quality control system applied to soil and plant cultivation, aimed at favouring a efficiency-oriented production, harvest, selection and preparation of the final product to ensure maximum quality standards.

Our concept of **Quality Management System** can be resumed as follows:

- The Agro-ecological production approach
- A Market-oriented production
- An inclusive and efficient agricultural system

VALUE
IDENTITY
HISTORY
CULTURE
MOTHER
FAMILY
HERITAGE
SUSTAINABILITY
FAIRTRADE

THE ALOE VERA

The **Aloe Vera plant** (Aloe Barbadensis Miller) belongs to the Aloaceae family. It is a plant well recognized by its thick, pointed and fleshy green leaves, with small white teeth on the margin. It grows from about 30 to 70 cm, until 1.20m during the flowering period in which some species have got a stem with red/orange flower.

This plant has been known and used for centuries: ancient artefacts and works show the benefits, its therapeutic advantages and healing properties were already known in the past. The first detailed description of the medical value of Aloe is probably found in the Ebers Papyrus, an Egyptian document written around 1550 BC; it has been ascertained that the Egyptian Queens, Nefertiti and Cleopatra, used it as an integral part of their beauty regimes.



THE ALOE VERA PROPERTIES

Aloe Vera has healing, analgesic and inflammatory, anti-allergic, antibiotic, digestive and nutritional properties.

It is proven its efficacy in the treatment of insect bites, burns, wrinkles, cellulite, cuts, small abrasions, dry skin, inflammatory acne, psoriasis, and many other skin problems. Besides these benefits, it can strengthen the hair and make the scalp healthier; lastly, due to its antiseptic properties, it can be used in **daily oral hygiene**, by cleaning teeth, preventing tooth cavities and reducing plaque.

Aloe Vera produced in Jordan lends itself to a variety of uses in the cosmetic, pharmaceutical and food industries.

It possesses various chemical and nutritional elements

VITAMINS:

(A, C, E and B, folic acid)

MINERALS (iron, copper, calcium, magnesium, zinc, chromium, potassium, sodium, manganese, selenium, phosphorus, germanium)

SIMPLE SUGARS

(monosaccharides, mannose and glucose)

ESSENTIAL AND NONESSENTIAL AMINO ACIDS

FAT ACIDS

PLANT STEROLS

PLANT HORMONES

PHOSPHOLIPIDS
(choline, inositol)

ENZYMES

SAPONINS

LECITHINS

LIGNIN

