



# UNHCR

## Cash Assistance

### *Assessment of the Jordanian Marketplace*

Multi-Market Assessment  
Jordan 2017

# Assessment of the Jordanian Marketplace





# Executive Summary

- Why do we conduct market assessments?
- Why conduct a market assessment in Jordan?



## Objectives

Is Cash the appropriate response?

How did the Jordanian market respond to Syrian refugee crisis?

What was the effect on the supply chain?

## Key Findings

Cash assistance is an appropriate intervention to support Syrian refugees

The supply chain can expand quickly

Food prices have remained steady

Syrian and Iraqi border closings caused havoc on the markets

Non-cash assistance can be seen as impediment to small-medium sized retailers





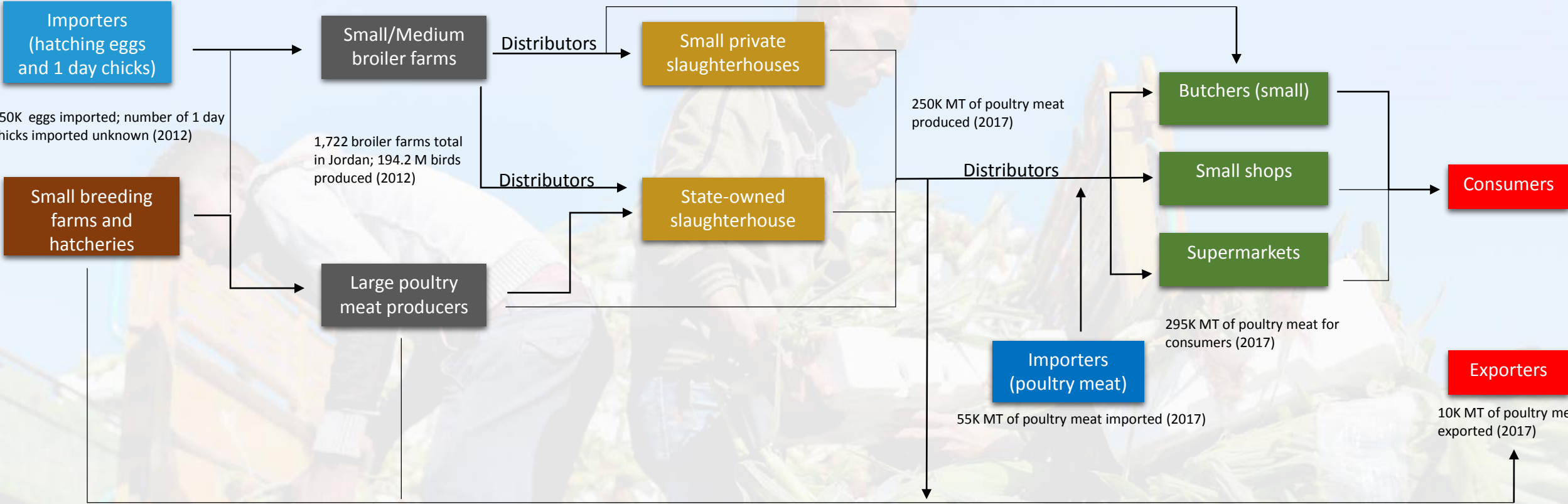
# The Supply Chain



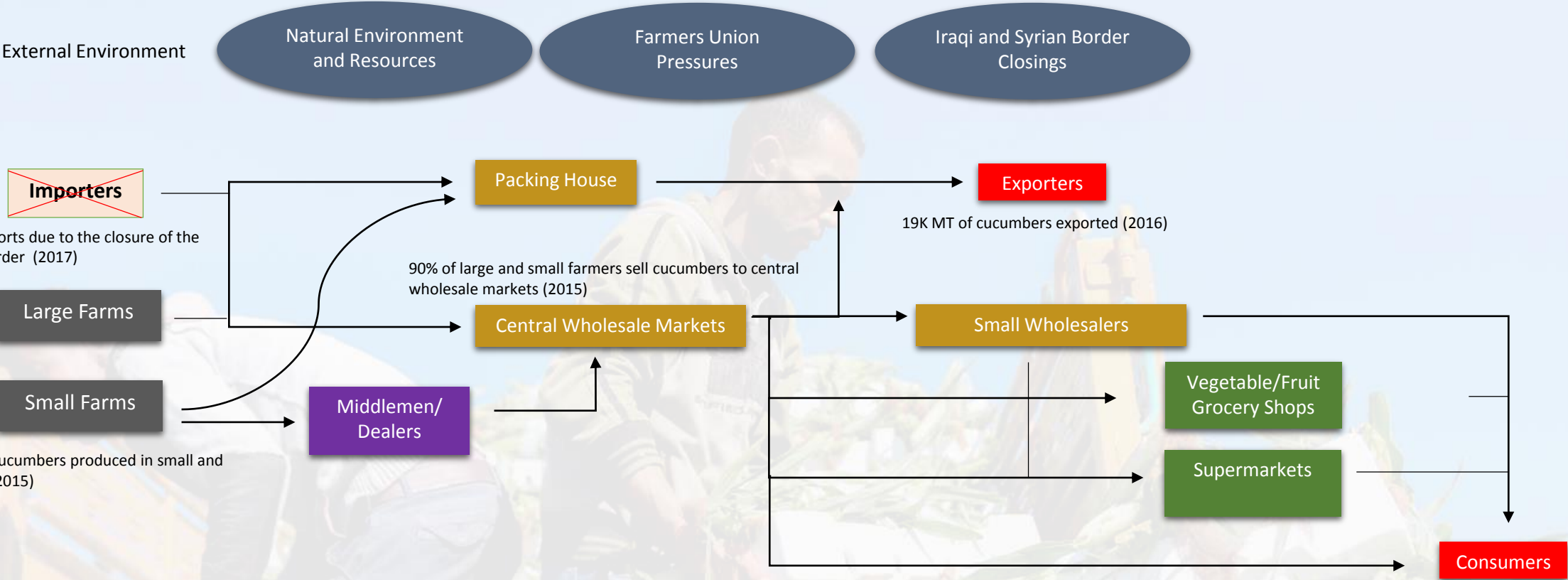


# Poultry Supply Chain Map

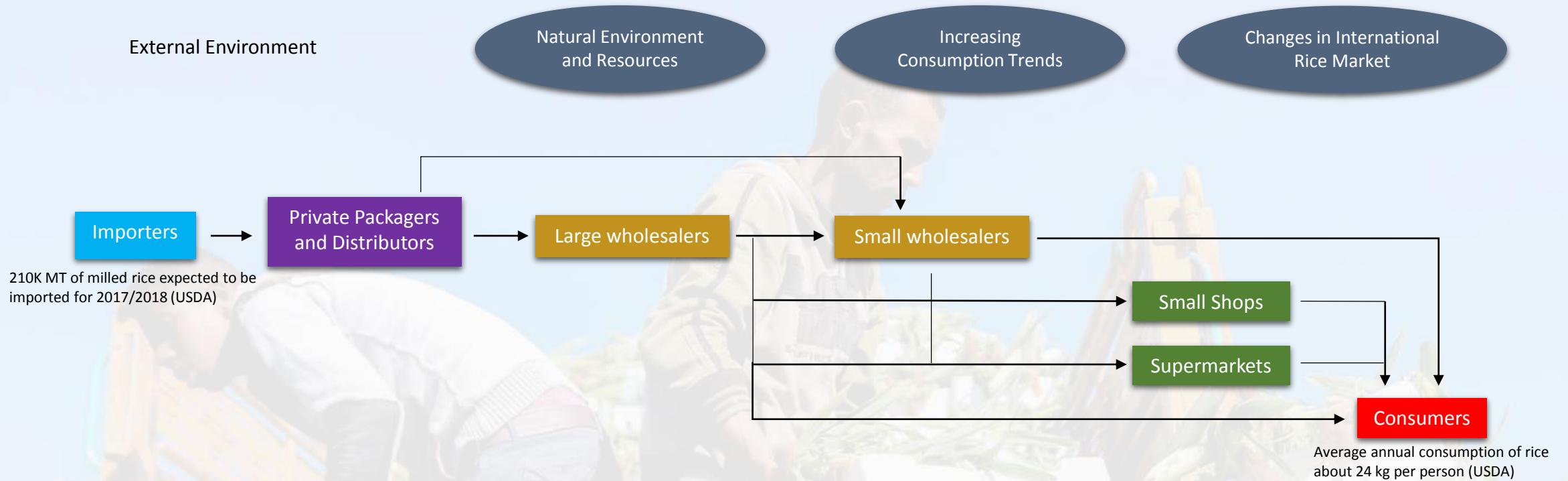
## External Environment



# Cucumber Supply Chain Map

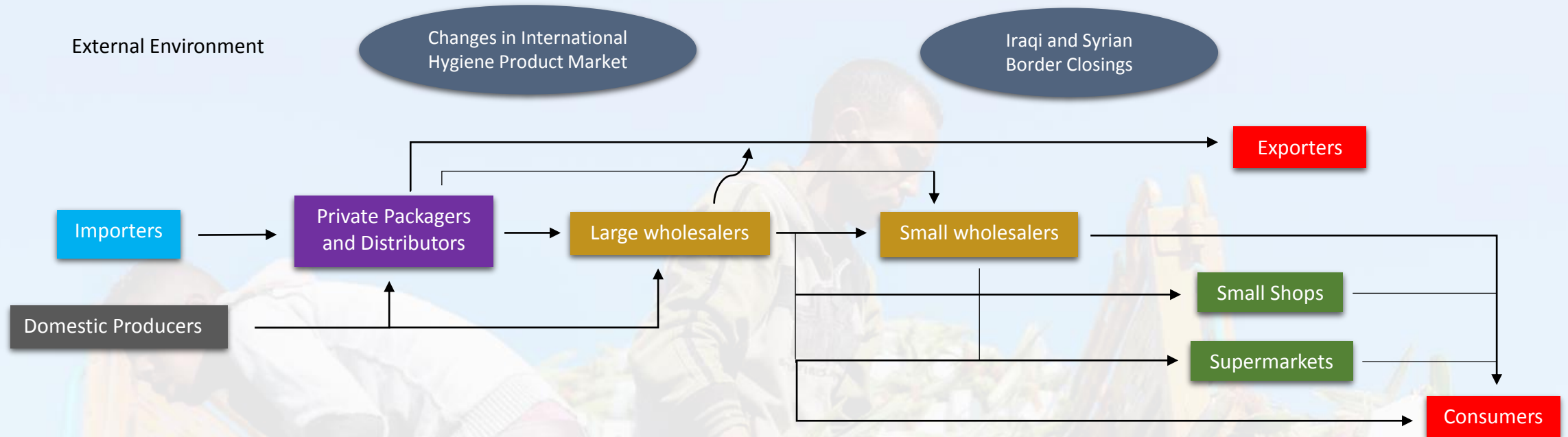


# Rice Supply Chain Map





# Hygiene Supply Chain Map











# Key Findings: Retailers and Wholesalers








Core Good	Supply: Able to source core good in less than a week?	Price: Temporary increase in response to increases in demand?	Demand: Has demand for core good changed in the past year?
			
✔: Yes    ?: Unclear    ↓: Decreased    =: Stayed the Same			





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	✓	✓	↓
	✓	✓	?*

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\*Perceptions of demand were split among retailers selling cucumbers. One-third reported that demand had decreased, one-third that demand had increased, and one-third that demand had stayed the same.



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# Supply and Demand – Wholesalers' Perspective

Wholesalers' reported three factors that have the largest impacts on the market:



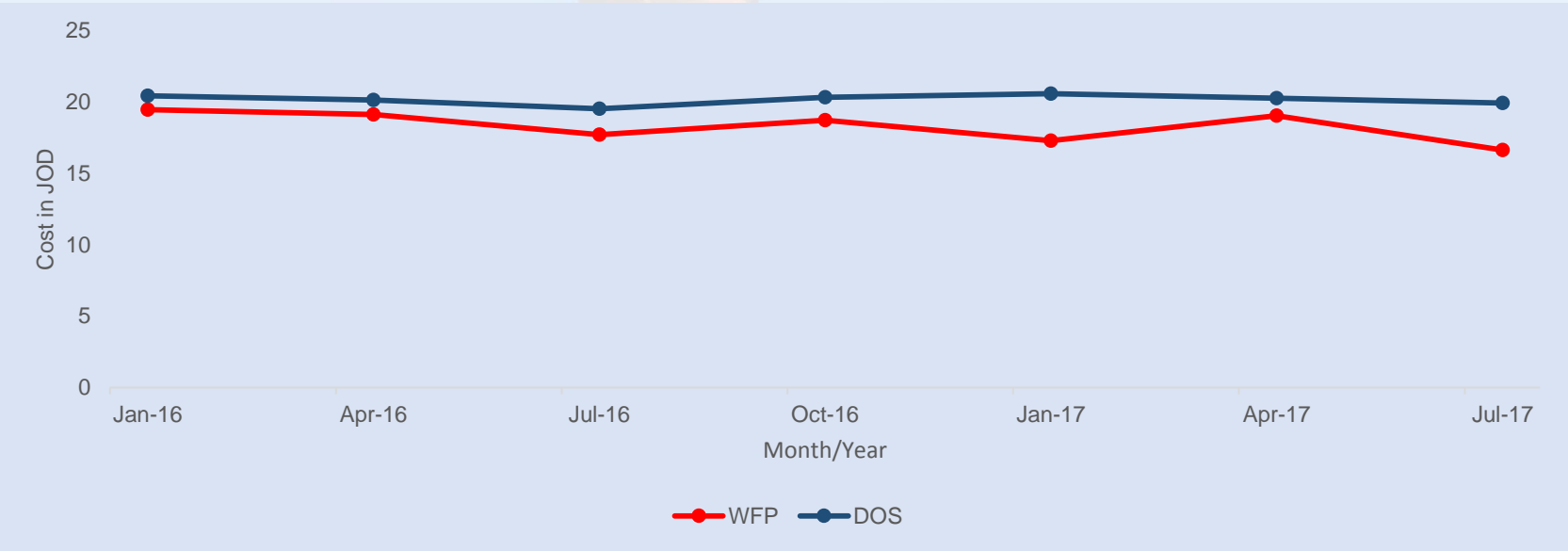
# Key Findings: Price





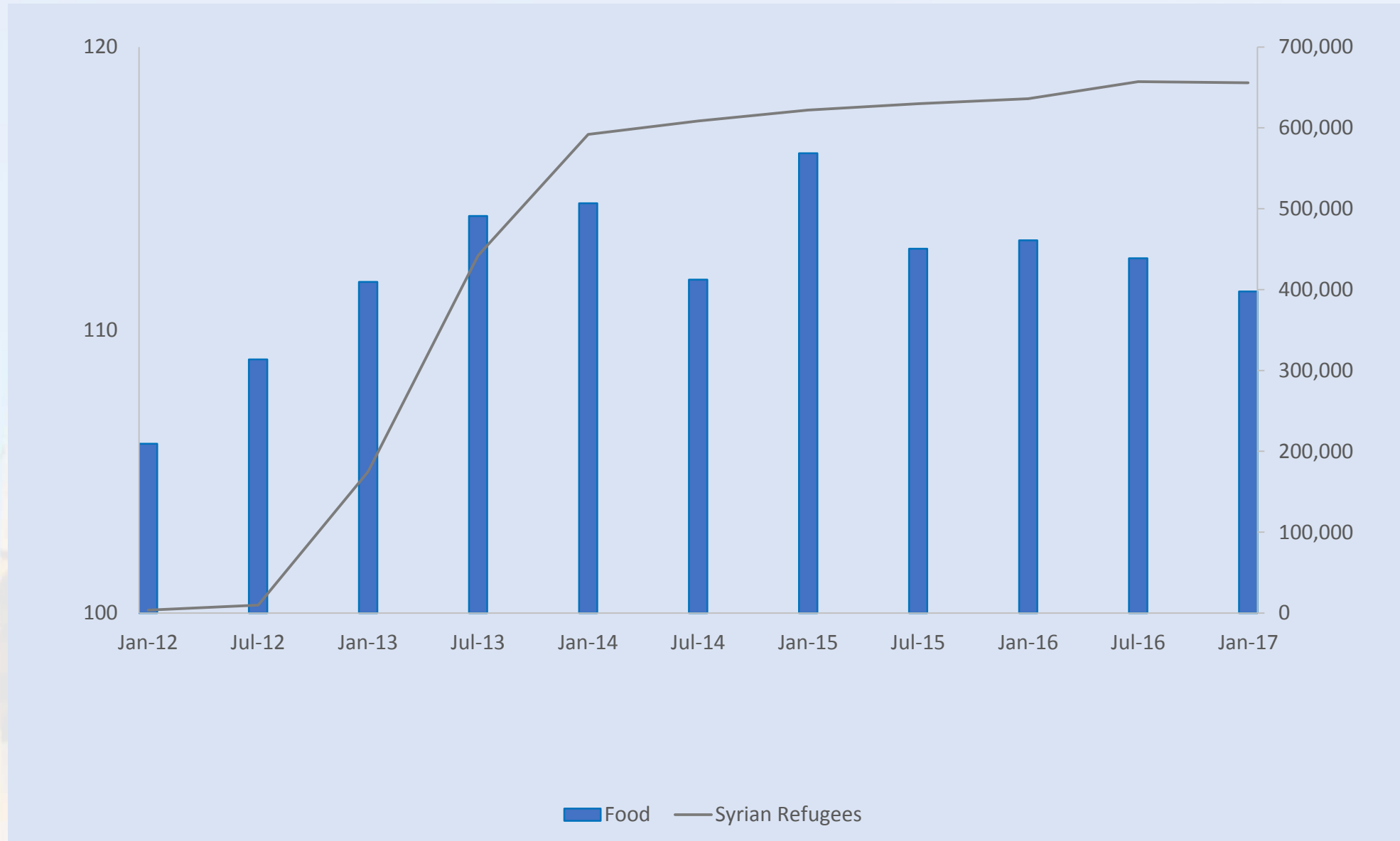
# Price - Food

WFP Food Basket Average Cost,  
2016 – 2017 (in JOD)



Sources: World Food Programme (WFP) and Jordan Department of Statistics (DOS)

## Consumer Price Index for Food and Shelter, 2012 – 2017



Sources: CPI data – Jordan Department of Statistics; Syrian Refugee data - UNHCR



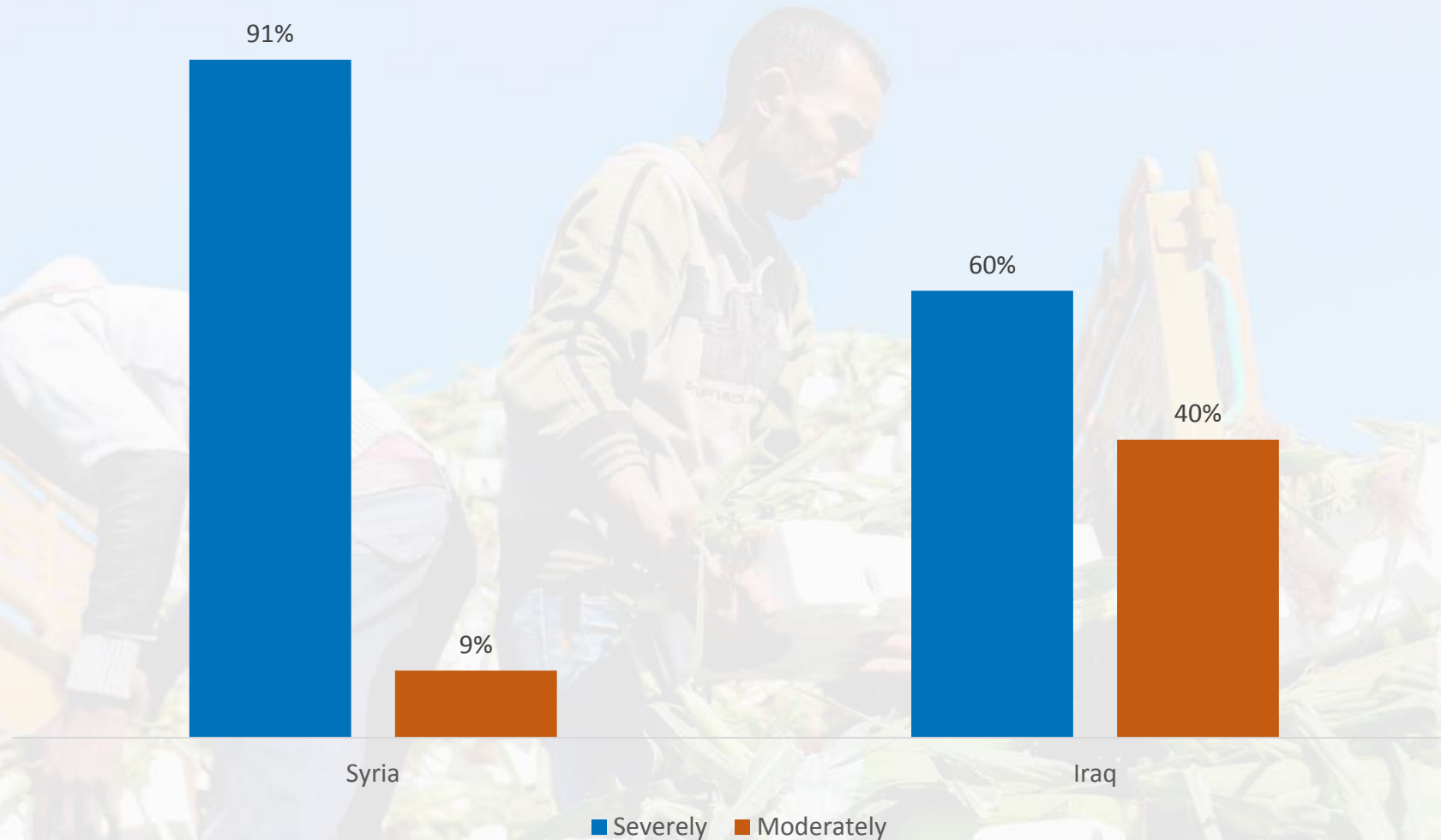
# Additional Market Challenges





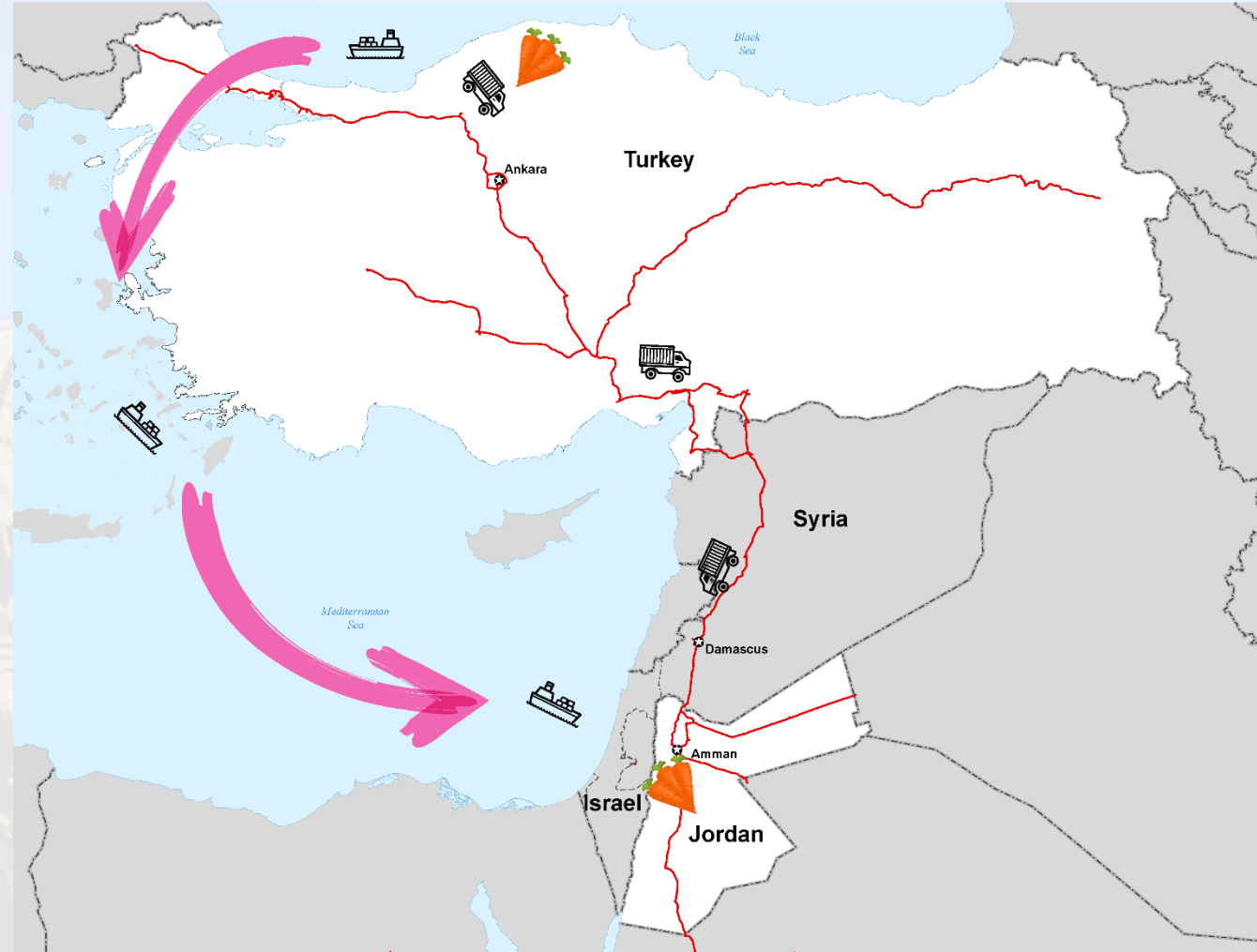
# Perceptions of Retailers and Wholesalers: Border Closings

Wholesalers perceived a larger economic impact from the Syrian-Jordan border closing:





*“When I imported carrots from Turkey in the past, I paid **2,000 USD** and the distance over land was only 600 km. Now, the carrots have to go through the **Black Sea**, then the **Mediterranean Sea**, and then through **Israel** to reach **Jordan**. Now, I have to pay **6,000 USD** for the same amount of imported carrots, but I can’t raise the price for consumers because then they would not buy them.”* – Mohammed, a trader at the Amman central wholesale market for fruits and vegetables



# Perceptions of Retailers and Wholesalers: Non-Cash Assistance

*“Syrian refugees should get cash assistance instead of food vouchers and coupons so that there is more movement in the local markets and higher cash flow.”* - Mohammed, shop owner, Ramtha



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# Recommendations to the Basic Needs Working Group

- Raise awareness about the positive impact that Syrian refugees can and are having on the market
- Counter the narrative that Syrian refugees have caused massive disruption to the market
- Review the impact that partnerships with large retailers/malls for cash and non-cash modalities (e.g., vouchers, JoMoPay etc.) may have on smaller retailers and wholesalers to see if the impacts can be mitigated

