

Introduction:

- The pioneering palm date farmers of Jordan established the Jordan Dates Association (JODA) in the year 2005. Since then, it has evolved to represent all palm date growers in Jordan.

Vision:

- To ensure an organized, sustainable Jordanian dates sector with the highest value & quality in order to have a significant share in the global date market.

Mission:

- To represent, lead, and serve the stakeholders of the palm dates sector by working on sustaining and enhancing the quality of Jordanian date produce according to international standards and promote it in the local and global markets.

Strategic Goals:

- Building the capacity of the association to enable it to perform its role
- Achieving the financial sustainability of the association
- Strengthening members' capabilities in pre- and post-harvest operations
- Contribute to raising the marketing efficiency of the Jordanian product of dates
- Sharing knowledge and information with Date producing countries and related institutions