

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary    Public

**Date:** 7/14/2015

**GAIN Report Number:** JO010

## Jordan

**Post:** Amman

### **Royal Jordanian Airlines and US Food A Success Story**

**Report Categories:**

Market Development Reports

**Approved By:**

Orestes Vasquez

**Prepared By:**

Mohamed Khraishy

**Report Highlights:**

FAS/Amman instrumental in brokering a deal between U.S. importers and Royal Jordanian Airlines.

**General Information:**

Jordanian importers have stressed that a major barrier to increase the volume of trade on fancy food items such as chilled Certified Black Angus beef cuts is the exorbitant air-transportation fees. In light of this situation, FAS Amman met with Royal Jordanian Airlines' (RJA) new management, highlighting the business opportunities that would befall the company if it provided competitive pricing for cargo coming in from its U.S. origin flights.

The management studied the proposal and quickly realized the business potential of providing competitive prices. "Kaylani Foods" became the first company to venture with RJA, a relationship that proved to be so successful that within the first three months of using RJA's service it relinquished its former carrier, which used to bring its cargo through Dubai. Due to this beneficial relationship, Kaylani increased its imports of U.S. Certified Angus Beef from \$ 100,000 per month to \$300,000 per month, expecting that by the end of the 2015 it will import \$500,000 per month.

This development has prompted the interest of many importers and fancy food operators to bring additional U.S. products using RJA's service. FAS Amman is diligently working with these companies by providing matchmaking, marketing, and market intelligence services.