



IMAGE: HOME-BASED BUSINESS EXHIBITORS AT JORDAN FOOD WEEK

JORDAN FOOD WEEK INTERNAL ASSESSMENT OF SUCCESS

USAID Jordan Local Enterprise Support Project (LENS)

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ABSTRACT: As a capstone to three years of work by USAID LENS in food processing, Jordan Food Week (JFW) attracted twenty-five thousand individuals in July 2018 to celebrate authentic Jordanian cuisine. This assessment finds that the event was exceptionally well-received by event-goers, and that it positively impacted the market system of restaurants, home-based businesses (HBBs), and artisanal food producers. Three out of four restaurants sold out at least once during the event and a majority of HBBs reported that they had insufficient products to meet demand at some point in the week. 40% of the HBBs report that JFW helped them increase their sales and half believe that it helped them expand their markets after the event. As a positive sign of sustainability, virtually all restaurants and exhibitors said they would participate again in the future, and 76% of HBBs said they would do so even in the absence of donor support.

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ACRONYMS

BSP	Business Service Providers
GAM	Greater Amman Municipality
HBB	Home-Based Business
JD	Jordanian Dinar
JFW	Jordan Food Week
LENS	USAID Local Enterprise Support Project
MSE	Micro and Small Enterprise
NPS	Net Promoter Score
USAID	United States Agency for International Development

BACKGROUND

ABOUT USAID LENS

The USAID Jordan Local Enterprise Support Project (LENS) is a six-year project encouraging the long-term economic growth and development potential of underserved communities in Jordan. It does this by combining local economic development efforts with private sector initiatives, particularly focusing on Micro and Small Enterprises (MSEs). USAID LENS improves the overall environment for local economic development by:

1. Strengthening local economic networks: USAID LENS facilitates links between MSEs, customers, business service providers, chambers of commerce, financial institutions, community-based organizations, municipal/governorate authorities, and government ministries. By building these linkages, USAID LENS supports the development of local economic ecosystems to advance economic growth initiatives.
2. Building stakeholder capacity: USAID LENS pursues the sustainable growth of MSEs and entrepreneurs by raising awareness of available resources, improving access to financing, and giving microfinance institutions and business service providers the tools and techniques to better serve MSEs. USAID LENS also builds the capacity of local government to design and implement economic development initiatives that result in economic growth and increased investment.
3. Improving the enabling environment: The project works to reduce barriers to local economic development, especially policies that inhibit the expansion of local economic networks or impede market entry, sustainability and growth for MSEs. To achieve this, the project helps local authorities streamline mechanisms, clarify roles and responsibilities, and introduce best practices for local economic development.

The project operates in the governorates of Irbid, Zarqa, Amman (outside of GAM), Aqaba, Tafilah and Karak. The project's technical assistance and grants for MSEs is primarily in the areas of Food Processing, Tourism and Transportation.

ABOUT JORDAN FOOD WEEK

Jordan Food Week (JFW) was a week-long festival held from July 18th to July 24th, 2018. It was designed on the premise that raising the profile of Jordanian food would entice domestic consumers and industry buyers to start purchasing more locally produced goods, products and services. Furthermore, the development hypothesis help that home-based businesses (HBBs) and artisanal producers would benefit from access to markets with higher purchasing power. Through the event, USAID LENS linked key stakeholders together in the food processing industry, many for the first time, including buyers (restaurants, wholesalers), home-based businesses (HBBs), artisanal food producers, and individual consumers.



JFW 2018 attracted 24,655 visitors over the course of the seven days, of which 17,821 were paying adults. The remaining 6,834 participants were invitees and children who received free entry.

JFW ASSESSMENT APPROACH

In order to probe the theory of change underpinning JFW, and to determine participants' overall perception of the event, USAID LENS undertook a number of data collection activities. These included in-person surveys of the JFW attendees during the event, as well as pre- and post-assessments of the HBBs and restaurants. Table I outlines the basic demographics of participants. Over time, USAID LENS was able to collect additional information from different respondents. As a result, the figures in this report may not align completely with other reports that have been shared by the project but represent the most complete totals available.

PARTICIPANT SURVEY

During JFW 2018, the USAID LENS team designed a survey of fifteen questions to be asked of attendees through in-person interviews. The use of digital tablets allowed the team to randomly select two out of five lengthier questions to minimize respondent burden. While this reduced the statistical power slightly, it did allow the USAID LENS team to achieve more breadth in topics covered. A team of roughly twenty ushers interviewed 4,820 individuals through an in-person survey over the course of the week; this accounted for a response rate of 26% of all adult participants. Ushers walked around the venue asking individuals to participate in the survey, providing white wrist badges after the interview to avoid surveying individuals more than once. The following table outlines the basic demographics of JFW participants:

Table I: Demographics of JFW Participants

Category	Level	Number of Individuals ¹	Proportion of Individuals
Sex	Female	13,728	55.7% ± 1.31
	Male	10,927	44.3% ± 1.31
Language	Arabic-speaking	22,506	91.3% ± 0.76
	English-speaking	2,149	8.7% ± 0.76
Type	Expatriate	1,650	6.7% ± 0.66
	International Visitor	1,619	6.6% ± 0.67
	Local	21,386	86.7% ± 0.91
Knows Organizers ²	No	18,761	76.1% ± 1.14
	Yes	4,294	17.4% ± 1.01
Accompanied by Kids	No	18,491	75.0% ± 1.20
	Yes	5,967	24.2% ± 1.19
Total		24,655	100%

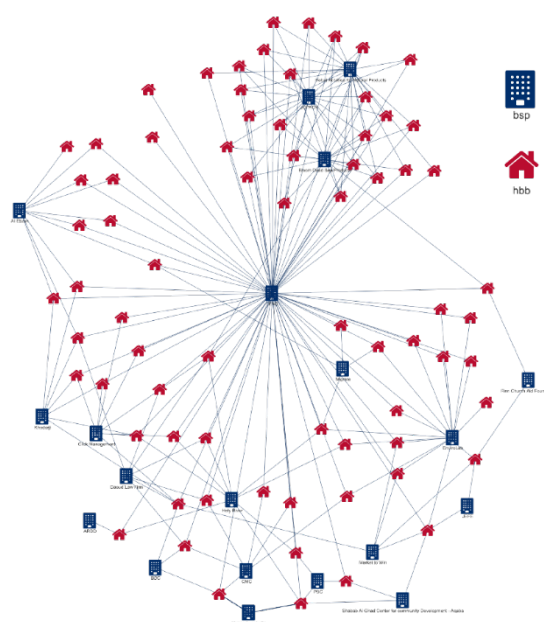
¹ Proportions above have been calibrated for differential response patterns by day. Here and throughout this brief, error rates are reported at the 95% confidence level. Analysis has been conducted as though the sample is a simple random sample, calibrated by total visitor by day. Though not strictly a simple random sample, the selection bias is likely sufficiently small to allow the data to be analyzed on the assumption of a simple random sampling mechanism, thereby being representative of all participants. Nevertheless, the cooperation rate was approximately at 74.0% (the proportion of individuals agreeing to participate out of those individuals approached), and differential non-response may bias the data.

² This question aimed to inquire as to whether or not the respondent knew any of the organizers or exhibitors personally. Total on this variable may not add to 100% as figures exclude cases "Don't know" and "Refusal".

HOME-BASED BUSINESS SURVEY

USAID LENS brought 75 HBBs already working with the project to participate in the event. The USAID LENS model required HBBs to work through Business Service Providers (BSPs) who are responsible for providing training in areas such as food safety, artisanal product development, entrepreneurial approaches, and more. Selected HBBs had been engaged in such capacity building development activities with the USAID LENS project for over eighteen months. JFW was therefore a pinnacle event following a multi-faceted systems approach that progressively built HBB readiness to participate. USAID LENS obtained post-assessment data from nearly all HBBs that participated in the event.

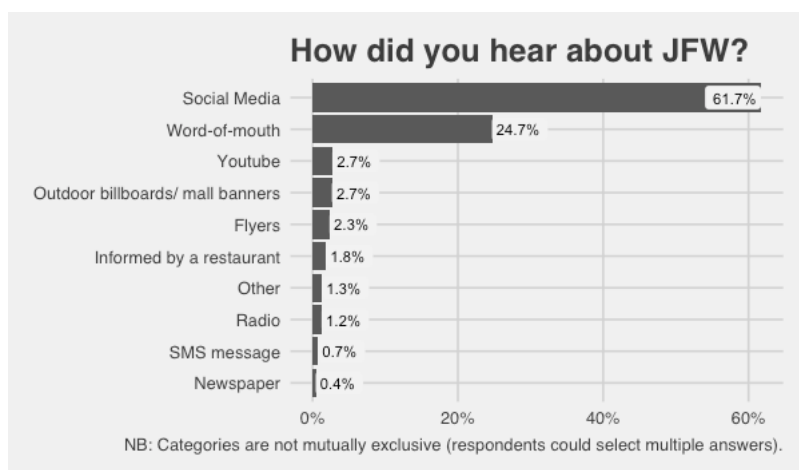
On the right is a network that visualizes the relationships between HBBs in red and the business service providers in blue. Many HBBs were reached both indirectly through BSPs as well as directly by USAID LENS.



RESTAURANT SURVEY

53 restaurants participated in JFW, of which 43 provided post-only assessment data on their participation. These entities had not engaged directly with USAID LENS prior to JFW but agreed to respond to questions regarding their JFW experience and impacts on sales, new business opportunities, and product offerings. The findings from these surveys are presented in the following pages.

IMPACT ON PARTICIPANTS



PROMOTION CHANNELS

As USAID LENS invested time and money in a number of different media and promotional activities for JFW, the project sought to understand the effectiveness of each approach.

As the chart to the right shows, the most effective medium was social media. This far exceeded any other paid form of

promotion and proved to have a high return on investment.

From the social media statistics gathered by the communications team:

- 1.5 million people viewed the official Jordan Food Week Facebook Page (between June 27th and July 24th, 2018)
 - 387,300 directly engaged with the official Facebook page
 - 30,512 of liked the official Facebook page
- 5,081 people followed the official Jordan Food Week Instagram Page

The second most important mechanism through which participants heard about the event was word of mouth, accounting for roughly one in four individuals. Not surprisingly, participants who knew the organizers or exhibitors were 1.7 times as likely to report hearing about JFW through word-of-mouth.

Amongst the lowest ranking promotional mechanisms were newspapers (advertisements and news stories), SMS messages, and radio campaigns. Though these ranked relatively low, the USAID LENS staff believe these mechanisms nevertheless served important ancillary functions in legitimating the event.



NET PROMOTER SCORE

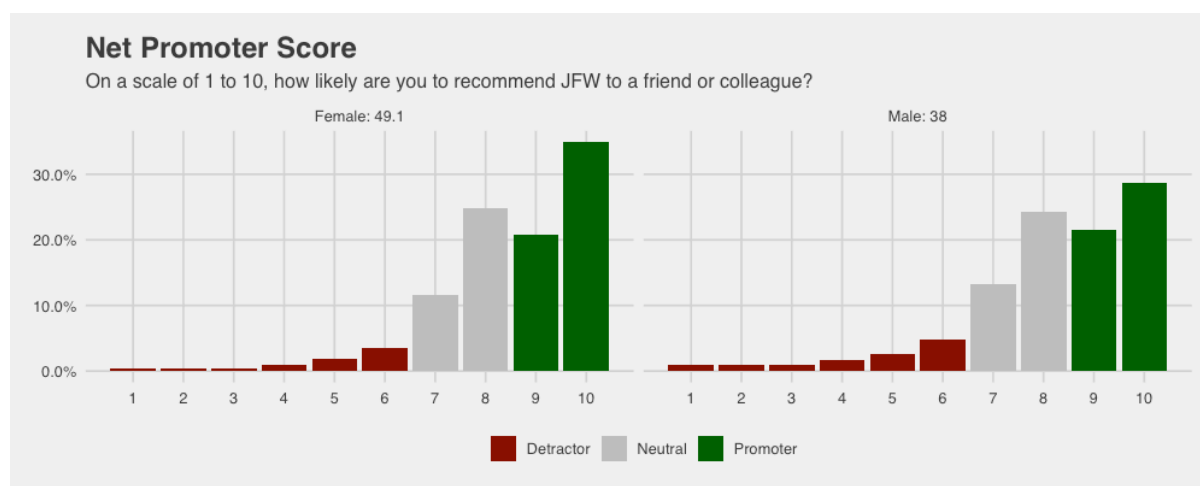
Based on the participant survey, a net promoter score (NPS) can be calculated to gauge satisfaction with the event. The NPS is a commonly used metric that is found by dividing the percent of individuals who would recommend the event to others ("promoters") by the percent of those who would actively not

$$NPS = \frac{\% \text{ Promoters}}{\% \text{ Detractors}}$$

Where promoters are individuals scoring 9 or 10, and detractors are individuals scoring 6 or less.

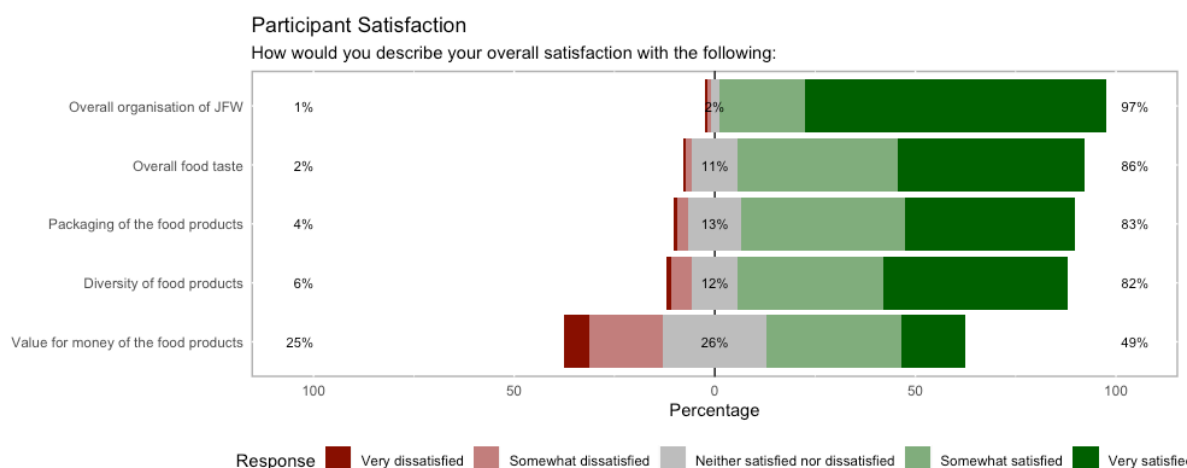
recommend the event (“detractors”); it is often used as a proxy for overall satisfaction.

On the whole, JFW achieved a NPS of +43.6 (± 1.6). More than half of the respondents categorized as promoters. As the week progressed, the data shows that more respondents provided positive feedback – with an increasing number of people being likely to recommend the event to a friend. This is consistent with the finding that most people heard about JFW through word-of-mouth and social media. Women were considerably more positive about the event than men, showing an 11-point difference in score (a difference that is statistically significant). Anglophones were also more likely to score higher on the score than Arabic-speaking event-goers.



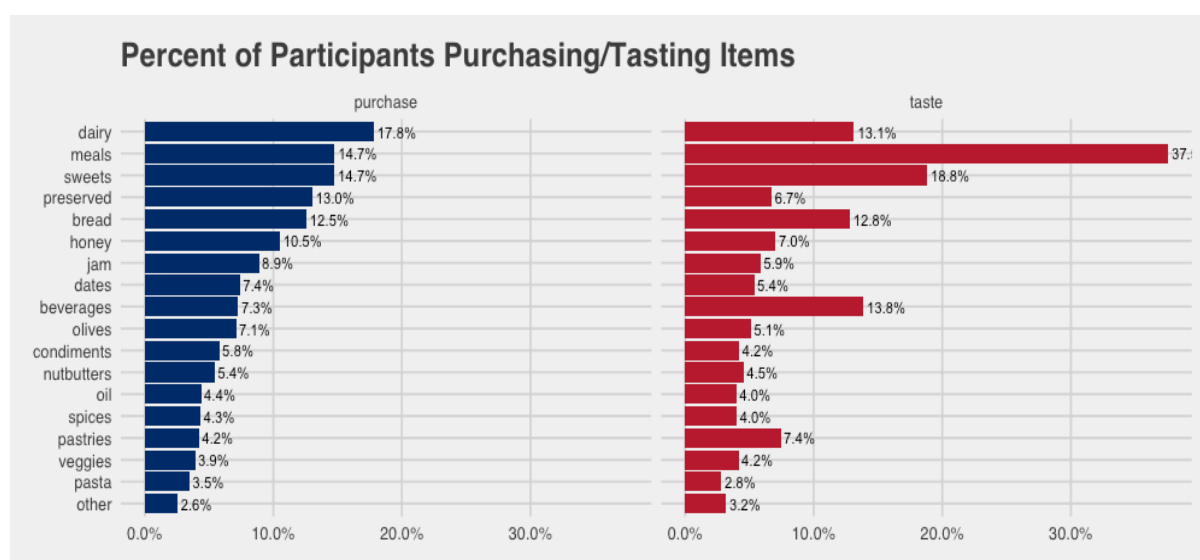
SATISFACTION WITH JFW

Respondents were asked to provide feedback on their satisfaction with five main areas on a five-point Likert scale. Overall, 97% of respondents were satisfied or very satisfied with the overall organization of JFW. This was closely followed by 86% showing satisfaction of the overall food tastes being provided. Participants also expressed general satisfaction with product packaging and the diversity of offerings. The greatest variability in answers was observed for satisfaction with value for money of food products. This may be because JFW offered products at a range of price points, with certain exhibitors catering to higher-end markets while others were targeting lower cost segments. Furthermore, the relative balance between satisfaction and dissatisfaction could also be indicative of average prices that are at equilibrium, with roughly equal proportions of customers feeling prices are too steep or too generous.



FOOD POPULARITY

In addition to linking HBB to restaurants and vendors, JFW was intended to increase the profile of-- and demand for-- artisanal Jordanian food among the Amman market. As a very rough gauge of market demand, the participant included questions that asked about what products had been purchased and tasted. Because many booths offered samplers, and certain lesser-known Jordanian dishes had been promoted on social media (such as *Fanagesh* from Salt), meals rose to the forefront of products tasted. It was also interesting to note that the top five most popular food items purchased throughout the week were dairy at 18%, followed by ready-to-eat meals, sweets, preserved goods, bread, and honey. The most common food purchases were for items such as *Labaneh* and ice cream. 78% of surveyed participants believed their consumption of food products made by home-based businesses would increase because of the event.



PERCEPTIONS OF JORDANIAN FOODS

To better understand demand for artisanal products and lesser-known dishes, the USAID LENS team asked respondents a number of open-ended questions about their perceptions, opinions, and knowledge of Jordanian foods.

Across multiple questions, the primary theme that came through responses was that participants were looking to see more authentic and/or traditional Jordanian foods that are home-made and fresh in grocery stores. *Makmoura* was mentioned with greatest frequency as the dish participants wanted to see in stores/restaurants, followed by *Rashoof*, *Lazagiyat*, and *Mansaf*. These rankings are likely the result of the fact that—perhaps with the exception of *Mansaf*—these foods are rarely available commercially. *Makmoura* and *Lazageyat* were also mentioned most often as dishes that people had not experienced before, followed by *Rashoof* and *Fanagesh*.

In terms of store products, the most common feedback was that participants wanted to see a greater diversity/flavors of *Labaneh*; this was followed closely wanting to see more pickled products. These stated preferences were mirrored by the most common purchases at food week itself. Other popular items mentioned included *Jameed*, jam, honey and sun-dried tomatoes.



The open-ended questions also shed light on concepts such as ‘organic’, ‘slow food’, ‘buy local’, and ‘fair trade.’ These are concepts that are gaining in popularity internationally but are still not as common in Jordan. They are of particular interest to USAID LENS because they represent opportunities for local suppliers to sell to markets with greater purchasing power—say in Amman or abroad. They also represent a way of diversifying a crowded market. As many of these movements require more investments in training and operations, it was of interest to determine whether local consumers saw value in these concepts. The assessment found that participants showed some interest, though still low. On the whole, interest in artisanal products was 1.3 times higher than interest in organic certification.

On the whole, feedback of JFW products was positive, with most people stating that they did not think anything needed to be changed about the products that they tried. 77% (± 1.1) of participants believed they would buy more HBB food products as a result of the event. Although some part of this is undoubtedly respondents being agreeable to surveyors, the high percentage is an encouraging sign that JFW may stimulate increased demand for local dishes and ingredients. Furthermore, considering that the USAID LENS team worked extensively with HBB’s to improve the quality of food and packaging in the early days of the project, the high incidence of satisfaction with HBB products merits to be underscored as an indication of market’s appetite for these products.

IMPACT ON HOME-BASED BUSINESSES

FORMALIZATION OF BUSINESSES

Formalization of MSEs has been one of many objectives of the USAID LENS project since inception. The project team decided early-on that government registration and municipal licensing would be a pre-condition to HBB participation. The decision was made for several reasons, including the fact that it reduced the regulatory and reputational risk on the event, and opened up opportunities for HBB to sell to institutional buyers who would not buy from unlicensed establishments (e.g. hotels). In the lead-up to the event, USAID LENS worked closely with government to legalize and institutionalize home-based businesses in key sectors such as food processing. The project also supported registration efforts by creating the free *Startup Guide* to provide all the requisite information on registering and licensing in simple language.

Of the 75 businesses that participated in the JFW event, 60% reported that they registered in order to participate in the event, while 37% were already registered. Registration and licensing fees were borne by the HBBs themselves, and one of the only costs not subsidized by the project. As many HBBs them make less than the cost of registration per month, the up-front costs represent a large fraction of revenues, and thus were not trivial. The willingness to bear these costs demonstrates that many HBBs believed that the financial investment was worth the resulting benefits, including participation in JFW and the ability to sell their products to end markets like restaurants and hotels.

EFFECTS OF PARTICIPATION

Of the HBBs and artisanal producers that attended, USAID LENS was interested in determining their preparedness and overall sales during the event. Though 51% of HBBs stated that they had a surplus of products at the completion of JFW, 56% stated that they did not have sufficient volume. Of these, 23% were able to produce more products during JFW to meet the demand. This was mirrored in revenue, with 40% of HBBs stating that through the event, they were able to increase their overall revenue.

The post-assessment similarly sought to determine whether HBBs adjusted their pricing approach to respond to the JFW. The average revenue across all HBBs during the JFW was 302JD with a median of 108JD. The group of individuals that decreased their prices achieved an average of 72% more sales than the mean across all respondents. Those that increased their prices similarly did better than the mean, with those that didn't change their prices averaging 2% less than the mean across all respondents.

Table 2: Changed Prices for JFW?	Percentage of HBBs	Average Revenue (JD)
Yes: Decreased Price	16%	518
Yes: Increased Price	6%	350
No: Same Price	71%	297
Not Applicable (New Product)	7%	16

Given the emphasis on creating linkages through the JFW, the post-assessment survey asked HBBs how many new linkages were made during the event. The question allowed for respondents to select

more than one option, so the following table does not sum to 100%. Overwhelmingly, HBBs felt like they had created new linkages to customers, with three in four selecting this response. New suppliers and restaurants were tied with 23% each of respondents stating they had created these linkages through JFW. The responses are subject to some measurement error, as HBBs may not always have been aware of the specific affiliations of linked entities.

Table 3: Linkages Created	Percentage of HBBs
Customers	75%
New Suppliers	23%
Restaurants	23%
Business Contacts	3%

EXPANDED MARKETS

Following the original development hypothesis of JFW, USAID LENS was interested to note whether increased linkages would translate into expanded markets for HBBs. The findings of the assessment give an initial encouraging demonstration of positive short-term effects, with 51% of HBBs stating that they were able to expand their markets during or after JFW. 47% felt they had not expanded their markets as a result of the event. Nevertheless, follow up questions regarding ability to sell their products in stores in Amman showed optimistic responses across all respondents. Indeed, 43% of HBBs felt “very confident” and 47% felt “confident” that they would be able to market their products in stores in Amman. Maysaa Al Labadi, owner of Maysa’s Pasta, stated that as a result of JFW she became more determined to formalize her business to be able to increase her production capacity and sell to corporate customers. *“I’ve tried to license my business from home before, but I wasn’t successful. After Jordan Food Week, the USAID Local Enterprise Support Project gave me additional support and connected me with a lawyer, who was able to manage the process with the municipality. Now not only is my business licensed but I also got official clearance from the Jordan Food and Drug Administration as well.”* Maysa is currently in the process of establishing a production kitchen in her basement to create enough supply to stock her products in supermarkets and other major retailers.

On the whole, the data suggests that HBBs seemed more confident in being able to supply to stores than restaurants. 36% felt that they would be able to keep selling their products to restaurants that participated in JFW.

REPEAT PARTICIPATION IN FUTURE EVENTS

When asked whether HBBs would be willing to participate in a JFW event again in the future, 99% of respondents said yes. Showing a willingness for repeat engagement is an important marker of success for JFW. However, given the high degree of subsidy both for HBBs and restaurants, the question is limited in its ability to assess longer term viability. To further probe this, independent of donor funding, USAID LENS asked whether HBBs would be willing to participate without USAID support, to which 76% said yes and 20% said no. This gives a more nuanced but nevertheless positive view of the ability of JFW to become a more market-driven event in the future. Maysoon Hussein, the owner of a Zarqa-based micro-enterprise that specializes in making fresh *Maftool* stated *“I’ve participated in many markets and bazaars before, but none of them were as lucrative for me as Jordan Food Week. I made excellent sales that week and I would definitely participate again.”*

Of those saying they would not participate again without donor support, approximately a third of respondents believed that the kiosks and tables would be too expensive for them to cover on their own. Surprisingly, the average week-long revenues were 575JD for those who said they would not participate without USAID subsidy—more than twice as high as the average 207JD made by those HBBs who would participate without support.

HBBs were asked by the team what the main value of participation was to them (as an open-ended question). The most common responses included: being able to introduce themselves and their products to a larger network of customers, learning about the degree of product differentiation, understanding the market-demand, learning how to improve the marketing of their products, and finally how to respond to customer preferences. These responses are in line with high incidence of HBBs that said they made new linkages with customers.



IMPACT ON RESTAURANTS

EFFECTS OF PARTICIPATION

USAID LENS ultimately enticed 53 restaurants to participate in JFW. Initially, a good deal coaxing was needed to convince restaurants to sign-up, as interest in the concept was low. USAID LENS was therefore interested to know how perceptions had changed after the event itself by looking at measure of restaurant satisfaction and success.

Restaurants made a median revenue of 1,508 JD (± 125) over the entire week.³ One in four sold out every day, and three in four sold out at least once during the event. When asked whether they had adjusted their prices for JFW, 60% of restaurants said they had made changes, with 51% saying that they had decreased their prices an 9% saying they had increased them. Those that decreased their prices tended to make 5% less than the average revenue for all participants. Conversely, those that did not change their prices for the event made 10% more than average revenue. On average, male-owned restaurants made 595 JD more than woman-owned restaurants during the event. Sales typically increased 10% from one day to the next, with restaurants experiencing an additional 29% bump in revenues on weekends.

Table 4: Percentage of Restaurants Selling Out	Proportion		Cumulative Proportion	
Sold out on all seven days	27%	± 6	27%	± 6
Sold out on six days	0%	± 0	27%	± 6
Sold out on five days	5%	± 3	32%	± 6
Sold out on four days	7%	± 4	39%	± 7
Sold out on three days	22%	± 6	61%	± 7
Sold out on two days	7%	± 4	68%	± 6
Sold out on one day	10%	± 4	78%	± 6
Did not sell out any day	22%	± 6	100%	± 0

³ Business revenues typically exhibit strong right-skew. As a result, the median is a more intuitive statistic of typical revenue than the mean (which here is 1,978 JD, ± 218). For JFW, restaurants made an average revenue of 1,508 JD (± 125). The distribution can be described as being approximately *Lognormal*($\mu = 7.28, \sigma = 0.82$).

In the spirit of innovation around traditional Jordanian cuisine, 79% of restaurants that participated were inspired to create new foods. During JFW, The Pit debuted a new menu item that was a barbeque interpretation of the Jordanian lamb dish *Sajjiyyeh*. According to the owner, Ahmed Hijazi, “*The smoked lamb Sajjiyyeh was definitely one of our best sellers. This proves that people accept new ideas as long as it has a familiar taste infused with your recipes. Meaning that people should focus on growing the Jordanian cuisine as there is a huge market for that. We are considering adding the Sajjiyyeh as a permanent item on the menu, as we are still being requested to make it today.*” Much like Ahmed, 63% of respondents stated that they would continue selling newly innovated food after JFW. This points to the potential of sustained success from JFW at promoting innovation in culinary traditions through gastronomic experiences. Moreover, the restaurants stated that through their participation in JFW, they noticed greater brand recognition after by customers, increasing their overall customer reach as a result.

Several restaurant owners who had declined participation attended the event and approached USAID LENS staff during JFW, expressing regret for turning down the opportunity. This—combined with low initial interest from restaurants but high sales— suggests that the inaugural food week had a strong demonstration effect. Concepts presented to market players may not always get taken seriously in early phases, even when incentivized through subsidies or presented with rational arguments. This suggests that a heavy hand is sometimes necessary in market systems development to showcase economic potential to otherwise skeptical, risk-averse market agents. This idea is further reinforced by the fact that since JFW, a number of similar food festivals have been organized in malls and public spaces.

EXPANDED MARKETS

As outlined in the development hypothesis, JFW attempted to garner more private sector engagement between restaurants and HBBs. Therefore, USAID LENS asked restaurants about the likelihood of purchasing products from HBBs or artisanal food producers in the future. Of the respondents, 51% stated it was “very likely” that they would engage with these entities in the future, while 44% stated that it was “likely.” Only 4.7% (2) respondents stated that it was very unlikely that they would engage with HBBs in the future.

As a follow up question, USAID LENS asked whether the quantities that they were willing to purchase would change as a result of the JFW. 70% of restaurants stated they believed would increase their overall purchases. Overall, findings give credence to the idea that JFW fostered the maturation of the market system between these actors.

Table 5: Likelihood of Purchase in the Future	Changes in Quantities Purchased			
	Increase	Stay the Same	Decrease	Total
Very Likely	35%	16%	-	51%
Likely	30%	14%	-	44%
Unlikely	5%	-	-	5%
Very Unlikely	-	-	-	-
Total	70%	30%	-	100%

Though the JFW hinged on restaurants getting to know the HBBs and artisanal food producers, USAID LENS was keen to see whether restaurants that participated also benefited from a change in clientele. As such, restaurants were asked to self-identify whether they had perceived a change in potential customers after the JFW. Those that responded ‘no’ tended to be the better established and larger

restaurants that may not have noticed shifts in customer preferences – these included Sufra Restaurant, Beit Sitti, Blue Fig, and Four Winter Company. Conversely, restaurants such as Darker than Black Food and Mshakal stated a change in potential customers that were showing an increased demand of more oriental or traditional Jordanian food. Similarly, restaurants such as Mr. Burritos, Zad Bar, Jolly Man Jerky, and ToffiMelt stated that by participating in JFW new customers became aware of the products they provide and therefore they were able to attract a more diverse group of consumers.

Further inquiring about the changes in social media followers after the JFW, 77% of restaurants stated that they had noticed increases in followings. This increase in social media engagement illustrates JFW's ability to link restaurants to new customer groups and future potential sales. When asked if these restaurants had seen increases in clientele since JFW, 51.2% of respondents stated that they had seen increases in purchases. Galilee, for example, mentioned that they noticed an increase in their online customers, while The Pit, Manoush Basha, and 7attouteh all stated they had an approximate 15% increase in customers. Farouk Mufti, owner of Manoush Bsaha, stated *"There was a big jump in the number of customers, and around a 20% increase in our sales. We tried to integrate an artisanal product into our food every day of the Jordan Food Week [...] We came up with a simple recipe of grilled halloumi cheese with date molasses on top – our customers still request it to this day."* Even the multinational firm Nestle, which participated in JFW as a sponsor (in-kind water), stated that they registered 27 new customers for water deliveries.

REPEAT PARTICIPATION IN FUTURE EVENTS

USAID LENS asked restaurants whether they would be willing to participate in HBB and artisanal food producer food testing events in the future. Of all the respondents, 97.7% stated that they would willingly engage in these activities. USAID LENS hopes that future activities of this nature will support overall market system. Similarly, when asked whether restaurants would be willing to participate in JFW next year, all respondents said yes. This clearly reflects that restaurant participants see an added benefit of participation to their sales and exposure. Moreover, this serves as a potential indication that such an initiative may become self-sustaining in the future.

As with HBBs, participating restaurants were asked about the main value of participating in JFW. The majority of restaurants stated that brand awareness and marketing were the most salient outcomes. This was followed by being able to present Jordanian foods while attracting new customers. Finally, many respondents stated that they found value in being able to support HBBs through JFW by creating new linkages that they did not previously have.



CONCLUSION

Jordan Food Week catalyzed a local food movement in the Kingdom; one where micro-businesses offer high-quality artisanal food products, and where restaurants source local products. The “buy local, support local” message of Jordan Food Week was seen through HBBs and restaurants engaging in a culture of innovation in Jordanian cuisine. Jordan Food Week put the extraordinary potential of local communities front and center. The impact of JFW has set the scene for a transformation in the food industry, shifting the power dynamics towards local communities and driving up revenue for industry participants.

The event positively impacted demand among consumers and industry buyers, contributing to mind-set changes among suppliers. The exposure that food producers achieved in new end-markets provided them with valuable experience and helped accelerate appreciation for innovative product design, and the value of packaging.

The near universal positive perceptions, combined with increased sales for participating HBBs and restaurants, provide resounding evidence that Jordan Food Week was successful in its aim at moving the needle on economic development in the food processing value chain. Furthermore, the USAID LENS team has been approached by The Princess Taghrid Institute to host the 2019 JFW event and JFW has sparked multiple follow-on events, where local entities have shown initiative and have embraced the concept at a smaller scale. The event was a catalyst for key players in Jordan to start considering the food sector as an area for increased profitability.