

### Al-Juneid Center for Agricultural Services

Retired military veteran, Mohammad Al-Momani, is well known in his village of Sakhra in Ajloun for his keen interest in Ajloun's bountiful agricultural scene and his avid research on the latest agricultural technologies, practices and fertilizers. Mohammad aspired to simplify the olive and crop harvesting process for the farmers of Sakhra and neighboring villages, saving them both time and physical effort.

Mohammad's research convinced him of the value of establishing Al-Juneid Center for Agricultural Services, which would import Spanish automated olive harvesters to save farmers and landowners harvesting time, allowing them to focus on other agricultural chores and cut down on manual labor expenses. At the start, Mohammad struggled to secure the needed funding for his project. However, his perseverance led him to attend a meeting organized by the European Union (EU) and Jordan Enterprise Development Corporation (JEDCO) during their field visits in Ajloun.

Recognizing of the positive impact that Mohammad's idea would have on the lives of farmers in Sakhra and surrounding villages, JEDCO and the EU provided Mohammad with an estimated EUR 75,000 grant. Using these funds, Mohammad purchased two automated olive harvesters, two tractors and eight manual olive harvesting machines from Spain, in addition to another tractor from Jordan. The machines were tested in the area of Howrah in Irbid before they were transferred to Sakhra to be used during the harvest season. The grant also covered the purchase of chemical fertilizers that would aid crop growth.

Furthermore, the grant enabled Mohammad to furnish the offices of Al-Juneid Center for Agricultural Services, and to enroll in a project management course for start-ups, helping him manage his company more efficiently. As part of his marketing plan, which was sponsored by JEDCO and the EU, Mohammad distributed brochures and flyers to promote Al Juneid Centre for Agricultural Services among farmers. According to Mohammad, JEDCO and the EU's generous support and faith in the project spur him to strive for greater heights of success and to work on expanding his project to encompass additional cities such as Mafraq, Ramtha and Azraq.

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