

Zahoum Factory for Jameed

Mohammad Al-Adaileh carries with him the legacy of the city of Karak wherever he goes. He is part of a family that has long held true to Karaki customs, making the production of Jameed, which is a proud tradition in that area of the Kingdom, an integral part of culture.

Mohammad's family is among the most prominent livestock keepers in Karak, most of whom rely on the production of Jameed and other dairy products as a source of income. However, his parents' old age deterred them from being able to continue the mostly-manual production process on their own, subsequently making it difficult to maintain sales. Fearing the extinction of his hometown's ancient craft, Mohammad believed that establishing a new factory that would specialize in the manufacture of Jameed and other dairy products would be the ideal solution.

Despite the challenges, including his family's initial objection, Mohammad was adamant to go through with his plan, feeling that if he didn't, the proud tradition of producing Jameed would disappear and imported Jameed products would become the norm. After seeking the advice of many experts and conducting a feasibility study, Mohammad, following his friends' advice, presented his project to the European Union (EU) and Jordan Enterprise Development Corporation (JEDCO). Upon review of his proposal, JEDCO granted Mohammad EUR 37,000 to purchase equipment and modern machinery.

Mohammad opened the Zahoum Factory for Jameed and Dairy Production before the end of 2011, after purchasing milk pasteurization equipment, a yogurt and butter separator machine, as well as a number of refrigerators, water purification systems and specialized piping and cooling systems. Production began at the factory in March 2012, with a focus on Jameed cubes, liquid Jameed, ghee, yogurt, butter, buttermilk, and hard and soft Labaneh.

Thanks to the support of JEDCO and the EU, Mohammad was also able to promote his factory through printed brochures and catalogues, along with advertisements in print and digital media. In order to overcome various obstacles such as the cheaper price of imported competitor brands, he struck deals with several restaurant owners to serve as the exclusive provider of the Jameed and dairy products they used on a daily basis.

In addition to hiring four local women from Karak to work in the factory, Mohammad positively impacted his community by becoming the first buyer local livestock owners turned to in order to sell their produce. The visit of His Excellency the Minister of Industry, Trade and Supply in April 2013 to the factory serves as testament to the products' premium quality standards. Mohammad continuously seeks to upgrade and develop the factory through the introduction of new machinery, and aspires to grow his existing client base to include regional and international markets.

-End-