

The Gap Between Supply and Demand In The Food, Beverages and Tobacco

Industrial Sector

Executive Summary

2015

The number of establishment in the food, beverages and tobacco industrial sector reached (4,413), which provide job opportunities for (38,418) employees. Employment distributed by regions of the Kingdom is as follows: (57%) in the central region, (37%) in the northern region and (6%) in the southern region. Establishment in this sector are classified as follows: small size establishments with (1-5 employees) reaching (81%) of total establishments Followed by large size establishment (11employee and more) with a shape of (10%), and last medium size establishments (6-10 employees) with a share of (9%). It is worth nothing that the majority of establishments reported that no change prevails in the size of demand for the years 2015-2017. However, (32%) of working establishments in this sector, indicated a decrease in demand for its products. In additions, they expected a decrease in demand for their products for the years (2015-2017).

The employees in this sector are distributed as (92%) male employees and (8%) females. From another angle, (82%) of employees in this sector are Jordanian citizens whereas (18%) are non-Jordanian. The study shows that dough makers account for (5.5%). Arabic bread makers with (4.3%), bread and pastry sellers with (3.6%), and food production specialist/ canning accounting for (3.3%). These profession or vocations are the most employable within the food, beverages and tobacco Industrial sector.

In general, the size of demand for the vocations in this sector for the years (2015-2017) is (12,425) employees, with male employees demand reaching (9,383) compared with (3,042) female employees. Regional distributions as follows: (82%) in the central region, (13%) in the northern region and approximately (5%) in the southern region. The concentration of this demand for male employees is in the following vocations: bakers, pastry and desert makers, dough makers, Arabic bread makers, yoghurt

makers. Whereas the demand for female employees concentrated in the following professions: engineering jobs administration and office jobs, sales personal jobs, bakery, pastry and disserts or sweet products, yoghurt maker jobs, fruits and vegetables preparation jobs. It should be mentioned that arising need for new workers is resulting from job turnover which ranged between (50%-52%).

The study indicated that the most demanded skills among the vocations in the sector are: dough preparation and dough machine operation, cutting dough and preparing it for Arabic bread, skills of preparing cake filling and cake decoration, preparation of regular bread, prepare the yeast room for dough and finally select quick spoiled disserts or sweet products to store under special cooling temperatures.

The result of the study points out that (29%) of establishments (Mostly individually owned) face difficulties in recruitment resulting from shortage of labor force which possess demanded skills. In addition, to the shortage of labor who possess values and positive attitudes toward work. As to the methods used to recruit, the study shows that direct recruitment through personal connections and contacts is the most used and represents (86%) of recruitment methods. Furthermore when business owners were asked about difficulties and challenges facing the food, beverages and tobacco sector (27%) of the owners indicated that higher taxes affect the performance of the sector. Whereas (21%) indicated that laws and legislations being enforced and administered at work, affect the performance of the sector.

The total number of training programs prepared specially for this sector are (16). The number of graduates from these programs reached (4,494) during the (2012-2014) years, distributes to (38%) males and 62% females. The greater percentage of them graduated from homemade food production programs with (28%). Next is diet food program with (17%), followed by the Arabic bread maker program with (9.5%).

The regional distribution of graduates from institutions providing training for the food, beverages and tobacco sector are as follows: (46%) in central region, (39%) in the northern region and (15%) in the southern region.

As to the programs provided to increase productivity and efficiency, there are two such programs provided by the scientific Food Center which are first self-follow-up, food inspection and quality standard to train (13) participants. Second is the ISO and HACCP general principals training programs for (36) participants. The scientific food center announced providing two training programs to train (1000) participants in 2016. These two programs are: first specialists for health and professional environment and second the program of specialist for training and manpower development. From another respect, the Scientific Food Center will provide training programs to train (1000) trainee in the ISO and HACCP general principles, and the other program is modern development in the field of food technology.

From all the above, we conclude the existence of a very large numerical gap estimated to be (7,931) excess demand. This means that the market can absorb what amounts to be (100%) of the size of supply. It is possible to fulfil the existing demand through the continuing training program and to enlarge and diversify increasing efficiency programs. With regards to professional skills which business owners insisted on the necessity of being present in existing employees and potential recruits. These professional skills, for the most part are not included in the training programs provided. These skills can be summarized as follows: the skill of running the dough machine and bread dough preparation, the skill of knowing demand types and sizes and for what items, next are skill to prepare fillings and cake decoration material. Another skill is forming and cutting Arabic bread and forming production in specific sizes by each type. In addition receiving bread dough and finally selecting quickly spoiled disserts to be stored in special cooling areas.

The analysis of the gap between supply and demand for female workers indicates that there exists a numerical gap between what is supplied and what is demanded estimated to be (252) in excess demand for female workers. With regards to the gap between supply and demand for people with disability, the results of the survey shows that there are (83) establishment are ready to provide (157) employment opportunity. From another angle, there is one training program (bakers, pastry and dissert makers) which train only (3) participants who are people with disability. In addition two institutions providing training programs are ready to train (14)

participants who are people with disability. One program is vegetarian production specialist and the other is Arabic bread maker. In the final analysis, there is excess demand for people with disability, especially in Arabic bread and regular bread production, In addition to production of dairy products, and machine operators in the production of different food items.

Based on all of the above, the study recommends the necessity for the employment-technical and vocational Education and Training Council to form national groups to lay out sectoral policies in the area of training and employing Jordanian manpower forces in the food, Beverages and Tobacco Industrial sector. In addition, institutions providing training should take the responsibility to review and develop demand training programs in this sector. Also, to Incorporate living, pioneering and supportive skills as a compulsory package in all their training programs. Furthermore, to cancel any training programs not demanded by the labor market of this sector, and launching new training programs inspired by the aggregate demand in labor market. Finally, the study recommends the necessity to give priority to support training and employment projects which are specially tailored for this sector.