



SUCCESS STORY

Jordan Potato & Corn Chips Co. Improves Production, Reduces Environmental Impact

Operational changes reduce waste and conserve resources.



Replacing 400W light fixtures with 250W fixtures saved energy.

Eng. Imad Haddad, Engineering & Technical Manager of Jordan Potato & Corn Chips Co., says that the USAID program stimulated the factory to take a more focused look at pollution prevention: “After working with USAID, our improved Pollution Prevention Program has made our factory more oriented towards energy, water and raw materials savings, and helped us with our production benchmarking.”

Jordan Potato & Corn Chips Co., which owns the “Mr. Chips” brand, has lowered its consumption of electricity, water, and diesel fuel and reduced the amount of waste it generates.

Changes made at the company’s facility in Al Zarqa include:

- Insulating steam lines
- Cleaning and calibrating boilers
- Installing more energy-efficient equipment
- Managing equipment settings to achieve more efficient operations
- Improving procedures to minimize water use
- Improving procedures to generate less solid waste and waste water
- Installing guards and equipment to minimize product losses

Eng. Tareq Abu Jaber, Plant Manager, oversees more than 300 workers operating several different production lines at the facility. He comments: “Encouraged by discussions with USAID’s Water Reuse and Environmental Conservation Project, we were able to adjust our operating settings and enhance performance. The measures have lowered electrical consumption by 8%, diesel consumption by 3%, and water consumption by 4%, while at the same time reducing waste by 7%.”

Jordan Potato & Corn Chips Co. is one of 30 industrial partners working with USAID to reduce industrial pollution and conserve scarce water and energy resources – in ways that benefit the bottom line. The Water Reuse and Environmental Conservation Project examined water and energy use, material and waste flow, production processes, quality control, and other aspects of each facility’s operations. The assessments suggested options for minimizing pollution and saving water, energy, and money. Costs and payback periods for various options were also analyzed.