Jordan has only 5% of its total area arable. In such conditions, sustainable use of natural resources is a big challenge owing to the scarcity of water, the ongoing processes of land degradation due to water and wind erosion, and increase population which reduces the economic development gains. These challenges are more exacerbated due to the anthropogenic impacts of over-grazing, unsustainable agricultural and water management practices, and over exploitation of vegetation cover. Poverty in the arid and semi-arid areas of Jordan also contributes to the increasing rates of resource degradation. It is hard for farmers and herders to produce their basic needs using unsustainable practices.

Several economic valuation studies have been undertaken for the Jordan rangeland ecosystems. They indicate that there is good potential for developing rangeland resources in an economically viable way while ensuring that environmental objectives are met and the resource basis is not degraded. An economic valuation study conducted by IUCN and ELD in Jordan (Westerberg et al, 2014) estimated in short, that well managed rangelands will avoid an economic cost to the country of at least 10 to 12 million JD/year.

Direct investments in local activities in rangelands, such as in “Hima” grazing management, medicinal and aromatic plant production and ecological livestock production need to be and probably are economically feasible even for local community organizations (e.g. herder and women cooperatives). Two critical components of the possible investment in rangeland are local ecotourism and the provision of renewable energies at the local level. They have an important function in creating economic activity in rural range areas, through job creation, demand for services and inputs and the provision of cheap additional electricity.