

## Ethiopian growers enjoy new export opportunities

ADDIS ABABA — Because of Ethiopia's climate, fruit and vegetables can be grown throughout the year and Fintrac's Agribusiness and Trade Expansion Program (ATEP) is introducing growers to in-demand, high-value horticulture products.

For nearly a decade, JJ Kothari Farm in the Upper Awash area has produced onions, tomatoes, green peppers and other crops. Until recently, though, they had only been able to reach local markets. Fintrac helped JJ Kothari Farm set up a link for the farm to start exporting and now ships green beans, sugar snap peas, snow peas and baby corn to the UK three times per week.

JJ Kothari Farm Manager Vital Dighe said the farm is exporting 4.5 tons on a weekly basis to the UK. Other farmers are also benefitting from the market link set up by Fintrac.

"After many years, getting to the export market by itself is a dream come true," Dighe said.

To get them into the export chain, Fintrac helped them set up new drying, packing and grading rooms and a drip irrigation system.

The new business for the farm created 300 jobs for local workers.

"As our sales have increased from the new exports, we now provide food, accommodations, and health facilities for our employees," Dighe said.

Fintrac's ATEP program is a five-year initiative supporting four major agricultural sectors: Horticulture; Coffee; Hides, Skins and Leather; Oilseeds and Pulses. Activities in the Horticulture sector focus on the provision of intensive training and technical assistance to expand and diversify the fruits, vegetables and processed foods industries.



Photos by Fintrac Inc.

Fintrac Agronomist Eskinder Kebede, left, provides technical assistance to JJ Kothari Farm employees in Upper Awash, Ethiopia.



Farm workers remove the sheath of baby corn prior to delivery to the packhouse