



Ecopia Plc

(A social profit based company)

**The opportunities and challenges of
agriculture/ government driven
Economy for Ethiopian Organic
women farmers**

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Ethiopia opportunities and challenges.



Ethiopia is one of the world's most misunderstood and badly marketed because of its technological and material poverty.

Although the northeast of the country has barren areas of land where famine is an ever-present threat, the south and southwest of the country has rich soil and numerous smallholder farms producing a variety of fruits including mango, papaya, banana, pineapple, guava and passion fruit.

Ecopia Plc in Ethiopia: the first social company that is capitalising organic farmer by establishing a company on the bases of products and services.



Ecopia Plc is a social company www.ecopia.de dealing with 11 to 12 thousand Ethiopian organic farmers. Mainly Ethiopian organic women farmers.



We are in 14 different part of Ethiopia but Ethiopian farmers have limited land (as you can see above a family plot)

Ecopia Plc a social company of women driven capital.



Over the last six years, Ecopia Plc has tested the methodology and viability of adding value to natural products by establishing small processing plants at various rural locations.

Ecopia has primarily focused on producing processed food items for the national market. No blueprint existed to bridge traditional farming practices with twenty-first markets. Many Ethiopian farmers and their families have never tasted jam, and have no concept of the needs of a wider market or that their fruit can be used for anything but juice or fresh fruit.



Ecopia Plc

Ecopia organic products rely heavily on technology, transportation, management and logistics for physical fulfilment, and on marketing and government regulation for maintaining an efficient consumer market. ECOPIA business model is structured on the co-creation of organic products value chain in Ethiopia; we control the activities in the market by using mobile networking.

The pure joy of nature



organic* food

Ingredients:
Papaya (%), sugar, pectin,
preservative: citric acid

Keep in a cool place.
Best before 11/2010

Contents: 400g

The papaya is rich source of the proteolytic enzymes. These are the chemicals that enable the digestion of protein.

papaya jam



Ecological Products of Ethiopia
P.O.Box 1072
Addis Ababa, Ethiopia

* Hinweistext...

Traceability-Code: 112008JAP

The pure joy of nature



organic* food

Ingredients:
White guava (%), sugar, pectin,
preservative: citric acid

Keep in a cool place.
Best before 11/2010

Contents: 400g

Guava contains a lot of vitamin C, carotenoids, folate, potassium, fiber, calcium and iron.

guava jam



Ecological Products of Ethiopia
P.O.Box 1072
Addis Ababa, Ethiopia

* Hinweistext...

Traceability-Code: 112008JAO

The pure joy of nature



organic* food

Ingredients:
Bitter orange (%), sugar, pectin,
preservative: citric acid

Keep in a cool place.
Best before 11/2010

Contents: 400g

Oranges supply energizing carbohydrates, vitamin C, which plays an important role in cancer prevention, healthy blood circulation and wound healing and vitamin B, which is essential in preventing birth defects and fighting heart disease and potassium.

bitter orange jam



Ecological Products of Ethiopia
P.O.Box 1072
Addis Ababa, Ethiopia

* Hinweistext...

Traceability-Code: 112008JAB

The pure joy of nature



organic* food

Ingredients:
Ambashok, sugar, pectin,
preservative: citric acid

Keep in a cool place.
Best before 11/2010

Contents: 400g

Ambashok is a good source of dietary fiber and potassium. It is also a good source of vitamin C.

ambashok jam



Ecological Products of Ethiopia
P.O.Box 1072
Addis Ababa, Ethiopia

* Hinweistext...

Traceability-Code: 112008JAA

The major social and economic difficulties most women had in Ethiopia.

- ❑ The cultural norms prevent women from being primary owner of any valuable asset (land, livestock, and buildings).
- ❑ Most of the processing knowledge are only for privileged men who are able to go to school and university;
- ❑ Ethiopian microfinance requires group activities:



The ecopia model facilities to overcome these challenges:

- ❑ or women in business and sociological implications part of the value chain within their house (like drying)
- ❑ By making group within Ecopia works with more than 10 partners among them JACA/one product one village program whereby we have established 3 processing facilities;
- ❑ Organizing special training of the business;
- ❑ By processing the training period for having access to microfinaice.



ecopia

The major social and economic difficulties most women had in Ethiopia.

- ❑ local financial institutions like bank require collateral valued 25 – 100% the loan, very often Women often rely on their husbands or fathers to sign for a loan;
- ❑ The general impression that the women are weak and lack technical skills.
- ❑ The house hold requirements are so much no time for the women to make extra time to organize an income generation activities outside their house hold activities



The Ecopia model facilities to overcome these challenges

- ❑ First by discussing with the group of women, on how and what kind of support they need;
- ❑ Establish company near their living places;
- ❑ Ecopia establish a processing facility within the community;



Why women members and criteria

- ❑ Since the majority of Ethiopian farmers are men, processing plants provide an ideal opportunity for the empowerment of women and girls through employment.
- ❑ Women are already doing the food security in their house holds from child hood, therefore it is easy to upgrade them to small industrial work of food processing.
- ❑ Women are market creators.
- ❑ When a social challenge reaches in hte hand of women it often to late and there is no other option than to find solution.

