WITH ABOUT 70 PERCENT OF THE ETHIOPIAN POPULATION LIVING IN RURAL AREAS, AGRICULTURE IS A CRITICAL SECTOR, CONTRIBUTING TO 46 PERCENT OF ETHIOPIA’S GDP. ITS PRODUCTIVITY REMAINS VERY LOW, CONTRIBUTING TO ELEVATED RATES OF POVERTY.

“Agricultural Commercialization”, a strategy for increasing incomes through greater agricultural and rural enterprise development, has become one of the country’s priorities. Greater interaction with the private sector will help farmers get key services and provide market access throughout the value chain.

IFC’s equity investment of $6 million in africaJUICE B.V. (AJ) supports company’s expansion and diversification program. AJ is based in the Upper Awash region of Ethiopia and is the first tropical juice producer in Sub-Saharan Africa to receive Fair Trade certification. Today the company is pursuing growth through expansion of its passion fruit operations, diversification to new crops and expansion of processing capacity.

ETHIOPIA: Supporting Growth of Africa’s First Fair Trade Certified Juice Producer

$6 million investment in africaJUICE

EXPECTED RESULTS:
With IFC’s support, AJ’s outgrower program aims to reach 1,000 small passion fruit farmers.

The project supports smallholder farmers’ income by helping them produce more of higher value-added crops.

It also supports inclusive economic growth by scaling up an existing outgrower farmer program and by increasing processing capacity for high value-added products.

The project is expected to promote the spread of fair trade and modern farming practices to more farmers in Ethiopia, and to support development of improved natural resource management techniques, especially water utilization, and contribute to wider regional development.