



Business and Investment Snapshot

Honey: Processing

Sector(s):	Agro-processing: Apiculture commercialization and diversification
Location(s):	Addis Ababa and Adama, Ethiopia
Product Line(s):	Honey for export
Management:	Composed of experienced management team in the honey industry
Opportunity:	<p>Established in 2003, this Company has become one of the larger commercial honey processors in Ethiopia. The Company has a factory situated in Adama City in the Oromia region, and a 40 Ha commercial farm used to produce organic honey, train smallholders on proper bee-keeping techniques and management, and as a collection hub. The commercial farm and out-growers provide a continuous supply of organic honey to the Company. The Company has ISO, HASP, Fair Trade and Organic Certification.</p> <p>The annual honey and beeswax production in Ethiopia is the largest in Africa, estimated to be 43,000 and 3,700 tons, respectively, and valued at more than \$33M. Ethiopia is one of the 10 largest honey producers in the world, and the third largest beeswax producer. Ethiopian honey production accounts for approximately 2.48% of world production and 21.73% of African honey production. Global prices of honey are increasing. The EU, the largest importer per capita, increased imports by 8% from 2006 to 2011, but the value of the honey imports increased 91%. This is a good indication for the growing market opportunity for Ethiopian exporters. The domestic market consumes about 85% of honey produced in Ethiopia. However, the Company sees an opportunity to focus on exports. As such the Company exported 30 tons in 2008, 70 tons in 2010, and 150 tons in 2012, along with 40 tons of beeswax.</p> <p>The Company is seeking an investment to expand its operations into the Southwestern region of the country.</p>
Market Trends:	Ethiopian honey production accounts for approximately 2.48% of the world production and 21.73% of African honey production. From the total annual production of honey worldwide, about 67% is marketed in its country of origin and about 23% is traded in the export market. From the year 2008 through 2012, export of natural honey has grown by 61% on average.
Impact on Value Chain:	Market access to farmers, technology transfer and enhance quality in honey production. Expected to impact 1,500 smallholder farmers.
Social Impact:	Anticipated 30 new FTE, and 1,500 farmers.

DISCLAIMER: This Snapshot has been made available to the individuals to whom it is provided ("Recipients"). This document is based upon information which the Company and/or USAID AGP-AMDe consider to be reliable; however certain numbers are derived from general sources and/or may be unaudited or unverified. Consequently, such numbers may not be accurate or complete. Investment in general and in new and small businesses doing business in Ethiopia present significant risks, including the risk of total loss of amounts invested. Any discussion in the Snapshot of risks facing the Company and investment opportunities in the Company is not intended to be exhaustive. This Snapshot is provided to Recipients solely for informational purposes. It does not constitute an offer to sell, or the solicitation of an offer to buy, securities. No representation is made that this document is accurate or complete, nor should it be relied upon as such.