

Ethio Agri-CEFT Plc



Committed to integrated farm development with environmental sustainability

Ethio Agri-CEFT, one of the largest private players in the agricultural and agro-processing industries in the Federal Democratic Republic of Ethiopia was established in 1997. As the MIDROC Ethiopia Investment Group Company engaged in the production and processing of various agricultural crops, the Company plays an important role in realizing the investment group's developmental goals.

The geographic distribution of its farms and the climatic and topographic diversity thereof, allows the company to sustainably engage in large scale production of a growing portfolio of quality products. These include highland grown coffee and tea, food crops, cut flowers, spices, herbal, medicinal and biopesticide plants.

The Company's products are recognized locally and internationally for their quality, reliability and consistent supply. Its experience in the export sector, gained over 15 years has allowed it to develop cordial and mutually profitable business relationships with companies across the world.

One of the Ethio Agri-CEFT's farm is the Holleta Agri-Flower located in the central highlands of Ethiopia.

Focused on the export of quality flowers for the export market this development has also strived to instill values and codes of conduct that go beyond the conditions and codes set by the industry. The company and the development in particular has been recognized for these efforts by a number of local and international bodies.

The farms is also one of the newest developments of the Company and is equipped with state of the art technology which has allowed its products to be of the highest quality demanded by horticulture markets across Europe, Asia and north America.

Agri-Flowers

Introduction:- Agri-Flowers are among the finest flowers produced in the beautiful, lush and cool highlands, Central Ethiopia. The favourable climate

added to topography and soil fertility provide for optimum growth and development conditions. With over eight varieties of roses produced, the flowers have been recognized for their qualities that the market desires: like color, stem length, head size, and for being free from diseases and pests.

Year of Establishment:- 2004

Location:- Situated in Holleta 35 Km West of Addis Ababa. The topography and optimum climatic provide suitable conditions for production.

Altitude:- above 2300 masl

State of the art facilities:-

Cold Rooms (-40C) are available to store flowers.

Farm Size:- Agri Flowers has fully developed just over 12 hectares of prime land with adequate



infrastructure in place for the sustainable flowers production.

Flower Varieties Information:-

The farm currently produces roses of the following varieties:-

1. Upper Class
2. White Nile
3. Mario
4. Duett
5. Boeing
6. Josie
7. Sanaa
8. Belle Rose

Annual production currently stands at around 12 million stems.

Their products have been successfully exported to the European Auction at the Netherlands on a sustainable basis and partly to direct markets throughout the Middle East and Europe.

Certification:-

The Holeta farm has relieved accreditation, recognition and certification for its practices by the following organizations:-

- 1). Ethiopian Floriculture industry Integrated Capacity Building

Program awarded Certificate Level 1 in the integrated capacity building program.

2). EHPEA code of practice for sustainable flower production: awarded for sustained compliance with of industry codes of conduct and standards.

3) Ethiopian Red Cross Society- recognition for being an industry role model in its support of employee and environmental standards.

Agri-Flowers has also started producing vegetables such as broccoli, cauliflower, tomato, sweet pepper, potato and strawberry for local and export markets.

Variety:	Belle
Type:	Rose
Colours:	Pink
Length:	40- 70 cm
Bud size:	4.5- 6cm

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Variety:	Duett
Type:	Rose
Colours:	Orange bi- colour
Length:	40 - 70 cm
Bud size:	4.5 - 6cm

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Variety:	Mario
Type:	Rose
Colours:	Orange
Length:	40- 70cm
Bud size:	4.5 - 6cm

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Variety:	Jossie
Type:	Rose
Colours:	Light Pink
Length:	40 - 70cm
Bud size:	4.5 - 6cm

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Variety:	Sanaa
Type:	Rose
Colours:	Pink
Length:	40 - 70cm
Bud size:	4.5 - 6cm



Variety:	White Nile
Type:	Rose
Colours:	Greenish White
Length:	40 - 70 cm
Bud size:	4.5 - 6cm

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Variety:	Upper Class
Type:	Rose
Colours:	Red
Length:	40- 70 cm
Bud size:	4.5 - 6cm



You are very welcome to contact the Company's corporate headquarters through any of the following channels below.

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Variety:	Boeing
Type:	Rose
Colours:	White
Length:	40 - 70cm
Bud size:	4.5- 6cm