



PRODUCER PROFILE

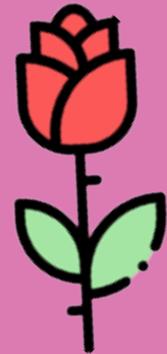


CUT FLOWERS (ROSES)

Name: YASSIN LEGESSE JOHNSON FLOWER FARM

FLO ID:32735

Type of Organization: Hired Labor Organization (HLO)



FAIRTRADE
AFRICA



Introduction

Yassin Legesse Johnson Flower Farm (Sunrise Flowers) is a grower and exporter of fresh cut flowers. The 30ha flower farm is situated in the heart of the flower district in Debre Zeit, Oromia Regional State, Ethiopia approximately 50Km from Addis Ababa Bole International Airport. The company was established in 2006 with the goal of producing and exporting high quality intermediate and T – Hybrid Roses. The company is known for providing high quality roses suitable for both auction and direct markets.

Sunrise Flowers grows its roses at an altitude of 1900 meter above sea level inside a steel greenhouse structure with fully automated irrigation and centralized spray systems. The farm is situated in area where the microclimate provides the most conducive growing conditions suitable to grow quality roses throughout the year.

Mission:

Our mission is to provide and maintain the highest quality products to our customers by focusing on a comprehensive quality control measure. This includes and not limited to, internal and external audits, market feedbacks, and ongoing training.

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Fairtrade Africa marketplace



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Rose Growing and Processing

Sunrise Flowers is committed to quality assurance and supply chain management through:

- Structures and irrigation systems that use the latest technology from well-known companies in Israeli and Dutch.
- The farm is situated in an area where the microclimate provides the most conducive growing conditions suitable to grow quality roses and summer flowers throughout the year.
- Selection of the best plant material from the world's leading breeders.
- The incorporation of integrated pest management into our growing process, thereby allowing our plants to flourish under the healthiest, environmentally favorable conditions.
- Integrating our quality assurance process with our post-harvest operations by ensuring that flowers are graded and processed using the best possible methodologies.
- Conducting vase life evaluations to monitor and replicate how our flowers will perform within a home.
- Collaborating with partners around the world to bring best practices in flower production to our operation.

BENEFITS OF FAIRTRADE

Good Governance

The company is implementing Fairtrade standards to promote good working conditions for its employees and the community. Through Fairtrade, the rights of the workers have been promoted.

Sustainability

The company is implementing climate change mitigation measures and environmentally-friendly agricultural practices to combat climate change and sustainability challenges.

Premium Projects

The company implements different projects successfully through Fairtrade Premium Committee.

Some of these projects were:

- Capacity building.
- Donating food items to workers.
- Facilitating short term loan for workers.
- Supplying COVID-19 prevention materials for the community and for the community school.

Challenges

Some of the challenges experienced are:

- Power outage.
- Market fluctuations.
- High cost of production.
- Limited flight space.
- Impact of Covid - 19.

Solutions

Market diversification.