

# PRODUCER PROFILE

## CUT FLOWERS (ROSES)

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**Name:** Ziway Roses PLC

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**FLO ID:** 31406

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**Type of Organization:** Hired Labor Organization



FAIRTRADE  
AFRICA

## **Introduction**

Ziway Roses PLC is among the largest flower farm companies in Ethiopia. The farm is located in Ziway/Batu town along the side of lake Ziway, at an altitude of 1650 meter above sea level in Oromia regional state at East Showa Zone, and 163 km South from the capital city, Addis Ababa.

Since 2005, it has been operating in Ziway/Batu town, with an average daily capacity of 300,000 stems of flowers. The company started production of rose flowers in Ziway town on 27ha of land and then expanded to 42ha with capital of birr 114,719,000.00 (One Hundred Fourteen Million Seven Hundred Nineteen Thousand).It is now producing over thirty-four varieties.

These varieties includes Sweetheart, intermediate and T-hybrid flowers. The flowers have length of 30-80 cm and express all occasions such as Valentine's Day, Mother's Day, Women's Day etc.

Ziway Roses has 1250 annual average number of workers of which 75% of them are young and productive women. Governmental tax is collected from all workers every month as per the country law and paid to concerned governmental body. Ziway strives to produce flowers in an environmental-friendly way and consider the safety of the workers. The management team believes in achieving the company's mission and values through proper planning and good communication.

## **Vision**

Our vision is obtaining a world class production and marketing of roses with sustainable quality assurance at the global level through Good Agricultural Practice (GAP), responsibly conserving the natural environment and ensuring good health, safety and welfare of employees.

## **Mission**

Our mission is to produce and supply high quality roses to the world with up-to-date state of art. We practise environment-friendly production technique through recruiting highly committed professionals and skilled labor.

## **Core Values**

World class Rose production, Sustainability, Quality production, Profit oriented, Environmental conservation, social development, Team work approach.

## **Roses Profile**

Altitude:1650m ASL

Growing Practice: Sustainable

Harvest: January-December

Processing Type: Ready for Market

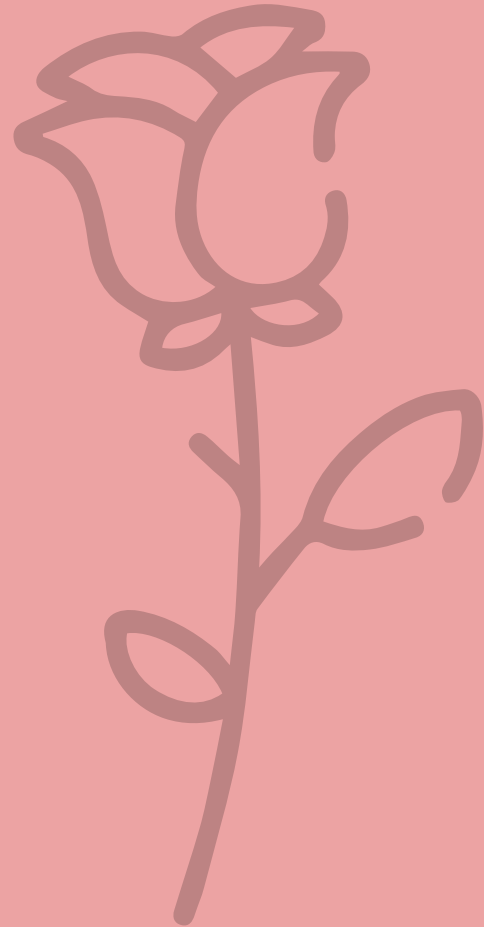
Other certifications: MPS-ABC, MPS-SQ, MPS GAP, ETI, GLOBAL GAP, FAIRTRADE, CODE OF PRACTICE GOLD

## Benefits of Fairtrade

Ziway Roses plc is Fairtrade certified farm since 2015 G.C. Fairtrade Premium is received from Fairtrade certified customers on top of the price of the product and managed by selected Fairtrade Premium Committee and management representatives.

The workers benefitted from Fairtrade premium by getting subsidized food supply by 40% of the market price.

The subsidized food items are: maize, flour, rice and lentil. These items are highly demanded by the employees due to unpredictable and frequently increasing market conditions. The project supports around 1250 employees/households in average and with an average of 3 families under each, the number of beneficiaries is four times the number of employees. The Fairtrade Premium Committee also has other additional Fairtrade project plans to support the workers, their families, and the community.



# CONTACT

+251464412907

Atnafu Jimawosen

[jimawosen.atnafu@ziwayroses.com](mailto:jimawosen.atnafu@ziwayroses.com)



**Fairtrade Africa marketplace**

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[www.fairtradeafrica.net](http://www.fairtradeafrica.net)  
[marketing@fairtradeafrica.net](mailto:marketing@fairtradeafrica.net)