

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Ethiopia

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Kansas Dept of Ag Leads Trade Delegation to Ethiopia

Report Categories:

Livestock and Products

Agriculture in the News

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Report Highlights:

In August of this year, the Kansas Department of Agriculture (KDA) organized a trade mission to Ethiopia to generate investment and trade linkages with the local agricultural industry. This visit, which was the first time a State Department of Agriculture has visited Ethiopia, is expected to lead to future business opportunities. USDA supported the visit and looks forward to future collaboration with KDA. The report contains, with permission, the KDA after-trip press release and photos.

Kansas Companies Participate in Trade Mission to Ethiopia

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Nu Life Market focuses on the milling and processing of gluten-free and non-GMO sorghum grains and roasted sunflower kernels. No-Bull Enterprises is the manufacturer of the Callicrate Bander, which is sold worldwide and is recognized as the safest and most effective and humane castration tool on the market for cattle, sheep, goats, alpacas and other animals. Also accompanying the group was Nat Bascom with Kansas State University's Sorghum and Millet Innovation Lab. The Sorghum and Millet Innovation Lab is part of Feed the Future, the U.S. Government's global hunger and food security initiative.

During the mission, the team gained market insights, made industry contacts and solidified business strategies, ultimately increasing business partnerships within the Ethiopian national and private framework.

Trade mission stops included:

- U.S. Embassy
- Hilina Foods and Bless Laboratory
- Ethiopian Meat and Dairy Industry Development Institute
- Holland Dairy processing facility
- KSL General Trading beef fattening yard
- Ethiopian Institute of Agricultural Research Melkassa Research Station
- Sorghum farms
- EthioGreen manufacturing facility

“Through the relationships initiated and developed during this trade mission I am confident that we at No-Bull Enterprises will now be able to forge a path toward participating profitably in the Ethiopian market while also contributing to Ethiopia's efforts to develop their beef industry,” said Kim Benson of No-Bull Enterprises. “We would not have actively focused on this market without participating in this trade mission.”

Ethiopia is Africa's second most populous country and one of the fastest growing economies in the world. Ethiopia boasts a growing middle class and a surging demand for agriculture products. “It was a privilege for me to be a member of the trade mission to Ethiopia,” said Earl Roemer of Nu Life Market.

“The business relationships built during this mission will definitely lay the foundation for increased trade with Ethiopia.”

KDA works for the entire Kansas agriculture sector including farmers, ranchers, food establishments and agribusinesses and is dedicated to providing support and assistance to make Kansas businesses successful. “Since 2005, Kansas has exported over \$73 million in agriculture commodities to Ethiopia, primarily cereal grains. We were honored to be the first state department of agriculture to visit Ethiopia,” said Suzanne Ryan-Numrich, international trade director at KDA.

The trade mission was funded in part through a cooperative agreement with the U.S. Small Business Administration using a State Trade and Export Promotion (STEP) grant. If you are interested in participating in upcoming trade missions, please contact Ryan-Numrich at suzanne.numrich@ks.gov or call 785-564-6704.



Visit to Livestock Fattening Operation



Meeting with Ethiopian Meat & Dairy Institute



Visit to Seedling Farm



Visit to Injera Manufacturing Operation