

The Ethiopian pasta is booming

Macaroni and spaghetti are pushed by the increase of durum wheat production



by **Tiberio Chiari**

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Ministry of Foreign Affairs and International Cooperation

Istituto Agronomico per l'Oltremare (Iao - Overseas Agronomic Institute)
Florence, Italy



It's perfectly normal that spaghetti and macaroni, with meat or tomato sauce, are offered to you by the waiter at any restaurant in Ethiopia. Indeed, pasta has a long history in this beautiful African country. It was introduced by Italians at the beginning of the last century. Being highly appreciated by Ethiopian people, a series of pasta-making industries have been established over time to satisfy the growing demand.

Pasta makers

At present, there are about 20 different companies producing pasta. Among them, Kaliti Foods Share Company and Dire Dawa Food Complex (Ddfc) are the bigger ones, both availing themselves of Italian technologies and equipments. The first company, located in Addis Ababa, has a productive capacity of 24 tons per hour, both for short and long pasta. Ddfc is located in Dire Dawa town, next to the border with Djibouti. Its capacity



is about 40 and 33 tons per hour, for short and long pasta respectively.

Future trends are extremely promising for pasta, considering that the population

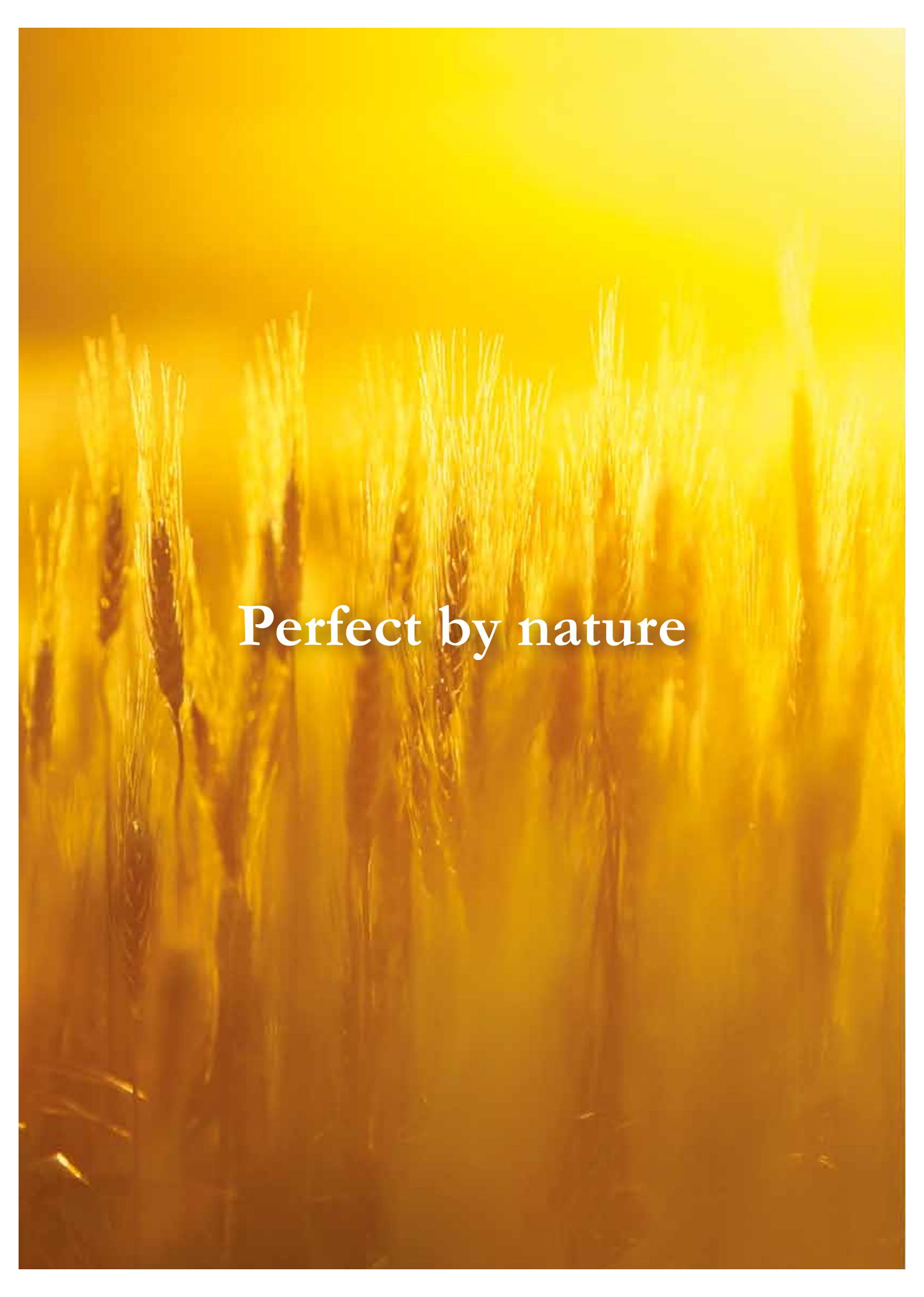
production



is huge (over 90 millions) and the presence of pasta on the table of families is considerably increasing. It is gradually replacing the traditional dish,

injera. A yearly consumption of 5 kg per capita can be foreseen, especially in the growing urban areas where citizens are adopting new lifestyles, for

which pasta is perfect, because it is fast, easy, cheap and enjoyable, thanks to the creative and multiple ways of cooking it offers.



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Perfect by technology



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Raw materials

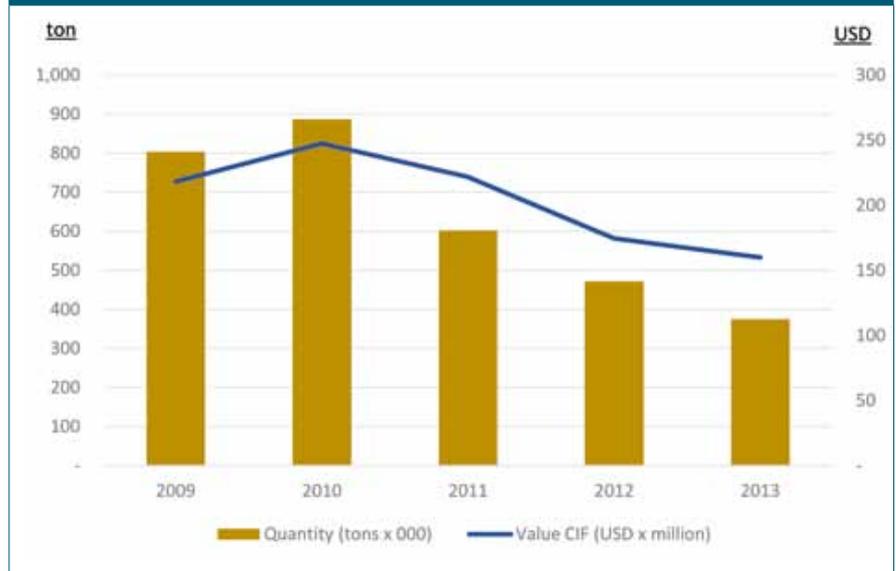
In the last decade, a major limiting factor for local pasta-makers has been the low supply of durum wheat in the country. Few production with inadequate quality. Therefore pasta makers had to buy huge and homogeneous amounts from abroad.

This situation may seem quite paradoxical, because wheat is a very traditional crop in Ethiopia, with a sowing of over 1.6 million of hectares. The point is that the 3.5 million tons produced annually are nearly exclusively made of soft wheat, and not durum. Moreover, this production is provided by millions of small farmers through a complex net of intermediaries that aggregate the produce by volumes, and not by quality. As a consequence, industries have been forced to rely on import for durum wheat (see graph 1) and therefore they have been affected by the huge import costs and by the recurrent scarcity of hard currency in the Ethiopian bank system. But the internal demand of pasta is not yet fulfilled, so a huge importation of pasta is taking place (see graph 2).

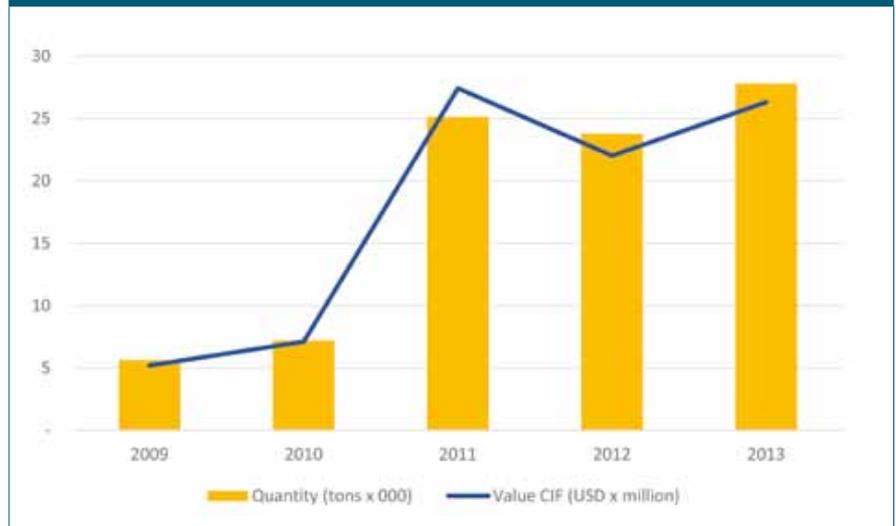
The “Agricultural value chain project in Oromia”

A joint Ethio-Italian cooperation initiative, the “Agricultural value chains project in Oromia (Avcpo)”, with funding from the Italian Development Cooperation

GRAPH 1 Import of durum wheat in Ethiopia



GRAPH 2 Import of pasta in Ethiopia



and with the technical assistance of the Istituto Agronomico per l’Oltremare (Iao - Overseas Agronomic Institute), is astonishingly changing the scene.

In the pilot zone of Bale (where about 140,000 hectares are yearly sown with

«In Ethiopia there are about 20 companies producing pasta»

La Monferrina

macchine per pasta machines



P2 PLEASURE

Extruding pasta



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P2 PLEASURE is much more than a combined machine and it can be described as a complete workshop for pasta professionals, "tailor-made" for meeting all the production needs.

P2 PLEASURE, in its basic version includes: single vat, automatic sheeter and ravioli unit.

It can also be supplied with double vat, as well as with double vat with extruder suitable to produce all kinds of short and long shapes of extruded pasta, by simply changing the extruding die. The ravioli unit equipped with interchangeable moulds carries out the production of different shapes and dimensions of pre-cut ravioli.



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International Conference Wheat, Flour & Pasta

The next **6th and 7th December 2014**, Addis Ababa will host the International Conference "Wheat, Flour & Pasta" (Organization office: Avenue media - Bologna, Italy). Some of the objectives of the two-day meeting will be:

1. Address **all the sectors** (i.e. field production, post-harvest, processing, quality control, packaging, distribution, cooking) that are functionally linked by the "quality" silver thread.
2. Gather all **private and public actors** concerned (producers, agri-processors, researchers from Federal, Regional and International centers, Agriculture Departments of Universities and private labs, investors, central and local authorities).

3. Involve **specialized companies** and dealers in the industrial sector (equipments for milling, pasta-making, packaging, storing, cooking) as well as in the field sector (chemicals, seeds, etc.), thus providing a full range of **B2B** opportunities for field-producers, agri-processors, distributors, restaurants and hotels.

A **strategic opportunity** to take part in the development of a country showing great economic, industrial and social growth.

How to participate

Companies, entrepreneurs, **buyers**, traders and restaurateurs wishing to attend the meeting, can contact Avenue media (Bologna - Italy), that is in charge of the organization. ■

For further information and updates, please visit www.ethiopianvaluechain.org



«Future trends of pasta are extremely promising»

soft wheat), the project successfully enabled 15 cooperatives and their second level associations (i.e. Unions) to produce durum, ensuring the quality and quantity required by local industries. An innovative contract (recognizing significant price increases according to verified quality parameters, in particular protein content) provides a win-win business environment for both farmers and industries. Consequently farmers are expanding their cultivation and applying the best improvements in farming practices. Right now, an exponential increment of high quality durum production can be seen: 500 tons in 2012; 2,000 in 2013; 5,000 in 2014 and at beginning of 2015, about 15,000 tons will be harvested (it means 30 times more in a four year period) (see graph 3). Similar durum wheat projects could be easily launched in other areas of Ethiopia, adapted to its good performance, as it is already happening in two neighboring zones.

The pasta future success

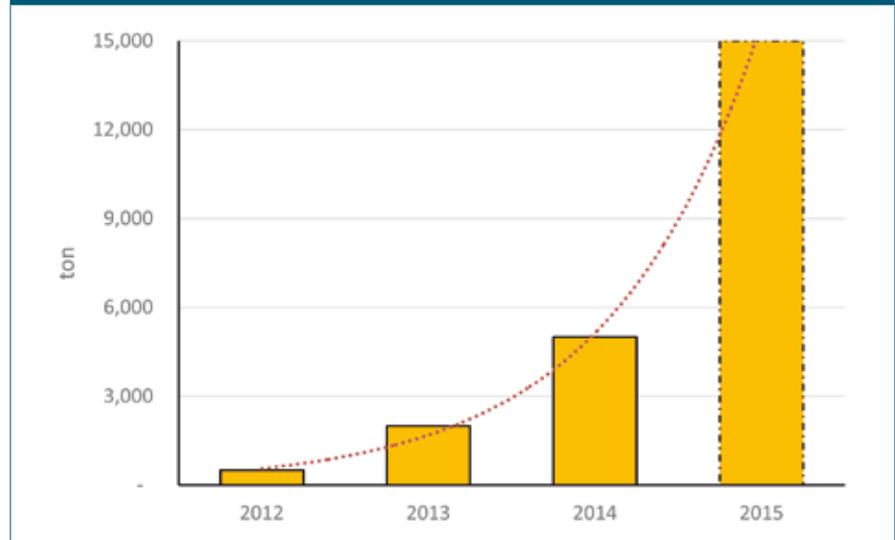
The massive availability of high quality durum wheat will foster the production of pasta and, at the same, the launch of new brands, thus satisfying the current demand for better food and innovative dishes by Ethiopian people. In this context, Italian restaurants are indeed spreading, and getting success all over the country. Only in Addis

«Pasta is increasing its presence on the tables of local families»



«A yearly consumption of 5 kg per capita of pasta can be foreseen»

GRAPH 3 Trend in durum wheat production in Bale area (Oromia Region, Ethiopia)



Ababa town, good choices are surely Castelli, Gusto, Linda inside Juventus Club, Grani di Pepe, Belvedere, Arcobaleno, Top View, Mamma Mia and, at Sheraton Hotel, Stagioni. Their pasta's "primi piatti" (first courses), both traditional and innovative, are unfailing attractions for all clients, as they represent one of the main testimonials of the Italian Style of eating and drinking.

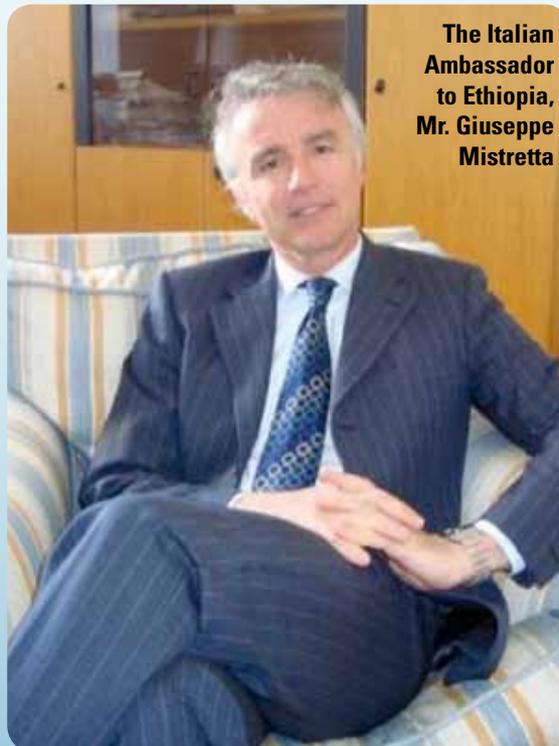
The Embassy of Italy in Addis Ababa

«We are engaged in supporting pasta and agroindustrial growth in Ethiopia»

Today Ethiopia offers several economic opportunities, thanks to cheap labour and a remarkable political stability.

The Embassy of Italy in Addis Ababa is engaged in raising awareness among Italian companies on trade and investment opportunities in Ethiopia, as well as among Ethiopian businessmen on the excellence of Italian products and industrial supply chains. «Our mission is to **promote contacts**, mutual acquaintance and spread information about technologies and know-how», the Italian Ambassador to Ethiopia, Mr. Giuseppe Mistretta says.

According to the Italian Ambassador, «the success story of the Ethiopian economy tells us that **time is ripe for considering some**



The Italian Ambassador to Ethiopia, Mr. Giuseppe Mistretta

key African Countries as crucial players within the global economy».

«In this framework, the Conference "Wheat, Flour & Pasta", scheduled in Addis Ababa on the 6th and 7th December 2014, gives an important sign of the Italian presence», he adds.

«**Nutrition, food and in particular pasta** are far from being just an economic item, but have also a cultural value. About wheat & pasta chains, targeted activities and relations can be built in favour of partner countries, among these Ethiopia, and also of **the Italian production system**, acting on the basis of a "win-win" game». ■

(Delia Maria Sebelin)

An event to push the pasta chain sector

In order to support the on-going change of the pasta sector, a big meeting will take place in Addis Ababa. "Wheat, Flour & Pasta" (6th-7th December, 2014) will be bound to the three components of this food value chain, i.e. agriculture, agro-industry, and cooking-consumption (*see box on*

page 26 and the preliminary program on page 30, editor's note).

The event will be the first of a new type of Ethiopian Conference allowing the joint presence and experience sharing among the full range of public and private actors involved in this food value chain.

It will be the perfect opportunity to debate the future of the pasta



«Ema is more than willing to contribute towards the success of pasta in Ethiopia»

Ema Vice-president, Ms. Abeba Tesfaye





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MINISTRY OF INDUSTRY - Ethiopia
MINISTRY OF TRADE - Ethiopia
MINISTRY OF FOREIGN AFFAIRS AND INTERNATIONAL COOPERATION - Italy
EMBASSY OF ITALY IN ADDIS ABABA - Italy
OROMIA REGIONAL STATE - Ethiopia

ORGANIZERS

BoA - Bureau of Agriculture of Oromia Regional State - Ethiopia
BoFED - Bureau of Finance and Economic Development of Oromia Regional State - Ethiopia
ECCSA - Ethiopian Chamber of Commerce and Sectoral Association - Ethiopia
EMA - Ethiopian Millers' Association Food, Beverage, and Pharmaceutical Industry Development Institute - Ethiopia
IAO - Istituto Agronomico per l'Oltremare - Italy
 Embassy of Italy in Addis Ababa - Italy
 Italian Development Cooperation Office in Ethiopia - Italy
OARI - Oromia Agricultural Research Institute - Ethiopia

SCIENTIFIC COMMITTEE

ABEBE DIRIBA (Deputy-Head of BoA - Ethiopia)
ALIYE HUSSEN
 (Director General of OARI - Ethiopia)
BEKELE ABEYO (Director of CIMMYT Office in Addis Ababa - Ethiopia)
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SHIMELIS ADMASU (D-Director General of Food, Beverage, Pharm. Industry Develpt Institute - Ethiopia)
TIBERIO CHIARI (Technical Director at IAO - Italy)

ORGANIZING COMMITTEE

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 (Technical Director at IAO - Italy)
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TAFA JOBIE
 (Crop Research Director of OARI - Ethiopia)
MELAKU NEGASH
 (Chairman of Kality Food S.C. - Ethiopia)
MATTEO PIANCA
 (Head of Economical and Commercial Office at Embassy of Italy - Ethiopia)
ABEBA TESFAYE
 (Vice-president of EMA - Ethiopia)
CLAUDIO VERCELLONE
 (Ceo of Avenue media - Italy)

PRELIMINARY PROGRAM

6/7 December 2014 - Addis Ababa, Ethiopia

The durum wheat in Ethiopia
A Success Story and Its Future
 Saturday, December 6th 2014

h. 9.00 Program Introduction

Chairs:

FABIO MELLONI

Head of Italian Development Cooperation Office in Ethiopia

SIRAJ KEDIR

Head of Bureau of Finance and Economic Development of Oromia

Welcome Addresses

Representative of Ethiopian Government

H.E. **GIUSEPPE MISTRETTA**

Italian Ambassador to Ethiopia

SESSION 1 DURUM WHEAT PROJECT: GOVERNANCE E TRENDS

h. 9.30 **Durum Wheat Project: results and prospects**

TIBERIO CHIARI - IAO - Italy

h. 10.00 **Smallholders & Cooperatives Unions as key players: functions and roles**

Ministry of Agriculture (MoA)
 OCPA - Oromia Cooperative Promotion Agency - Ethiopia

h. 10.15 **Quality of products & process innovations: the role played by public research and extension & training services**

OARI - Oromia Agricultural Research Institute

h. 10.30 **The scaling up of Value Chain in Bale and its expansion to other zones and commodities of Oromia**

BoA - Bureau of Agriculture of Oromia Region
 EIAR - Ethiopian Institute of Agricultural Research

SESSION 2 TOOLS FOR FAST & SUSTAINABLE SCALING UP

h. 11.30 **New agricultural credit and insurance mechanisms**

Commercial Bank of Ethiopia
 Cooperative Bank of Oromia
 Nyala Insurance

h. 11.45 **"Seed4Grain": the new Challenge of Ethiopian Wheat Value Chain**

SARC - Sinana Agricultural Research Center
 ICARDA/CIMMYT Offices - Ethiopia
 Representatives of Seed Companies

h. 14.30 **MEET THE EXPERT**

Crop management for new qualitative and quantitative targets

Moderator: **TAFA JOBIE** - Crop Research Director - OARI

• **Seed value chain**

ZEWDE BISHAW (ICARDA)
KEDIR NEFO (OSE)

• **The DW Standard Supply Contract: its rules and enforcement**

OTMDB - Agricultural Transformation Agency (ATA)

• **Counteracting stem rust pandemic by DW tolerant varieties and eco friendly pesticides**

TESFAYE LETTA (SARC)
AYELE BADEBO (CIMMYT)
ZERIHUN AYELE (KARC)

• **Field management practices (fertilizers, crop rotation) for increase in yield and quality**

TAFA JOBIE (OARI)
ASNAKE FIKRE (EIAR)

• **Value Chain financing: Credit and Insurance schemes**

ANDREA GHIONE (Italian Development Cooperation) Agricultural Transformation Agency (ATA)





h. 15.30 **Working tables:**
your direct contact with the Expert

TABLE 1 Seed value chain

TABLE 2 **The DW Standard Supply Contract: its rules and enforcement**

TABLE 3 **Counteracting stem rust pandemic by DW tolerant varieties and eco friendly pesticides**

TABLE 4 **Field management practices (fertilizers, crop rotation) for increase in yield and quality**

TABLE 5 **Value Chain financing: Credit and Insurance schemes**

h. 19.00 **GALA EVENING**
Gala Dinner & Cooking Show

Milling & Pasta
Market Trends & New Tech
Sunday, December 7th 2014
Ethiopian Millers' Association - Ema

Chairs: Presidency of Ethiopian Millers' Association - Ema & **TIBERIO CHIARI** - Iao

h. 9.00 **The Ethiopian millers, key actors of the high quality wheat value chain** Ema

h. 9.20 **Durum Wheat and Pasta Commodities: markets, prices & forecast in the main markets**
MAURO BRUNI, ENRICA GENTILE
Aretè - Italy

h. 9.50 **New tendencies in food habits of Ethiopian People**
SHIMELIS ADMASU - Food, Beverage, Pharmac. Industry Develpt Institute

h. 10.10 **Food safety measures for high-quality products**
Ethiopian Quality & Standards Authority

h. 10.30 **The most advanced technologies and equipment for wheat milling and derived products**
Coordinated by **MAURIZIO MONTI**
Miller's Mastery - Italy
Interventions by worldwide Plant and Technologies Companies

h. 11.30 **ROUND TABLE**
BEST FOOD FOR NEW GENERATION: Great Challenges on Wheat & Pasta in Ethiopia
Chair: Economic journalist

LECTURES

- **Quality & Milling Characteristics of Durum Wheat Meher 2007**
TESFAYE LETTA - Sarc
- **Qualitative and nutritional aspects of pasta**
M.G. D'EGIDIO - CRA/OCE - Italy
- **Valuation and exigencies of utilizers and consumers**

INTERVENTION AND DISCUSSION BY

- Ethiopian Millers Association;
- Ethiopian Bakery Association

High Quality Food Producers, for Bakery, Pastry and Pasta
GIACOMO DEON
President of Confartigianato Imprese Alimentazione - Italy

- Ethiopian Chamber of Commerce and Sectoral Association
- Agro-processing Platform
- Main Ethiopian Pastra Industries
- Restaurant & Food Distribution representatives

h. 14.00 **PASTA EVENT**
OFFICIAL OPENING CERIMONY AND PRESS CONFERENCE
Welcome Greetings by Ethiopian Authorities

History of Pasta in Ethiopia
Addis Ababa University - Ethiopia

h. 15.30 **PASTA COOKING**
THE TRADITION AND INNOVATION IN ETHIOPIAN & ITALIAN



Ethio-Italian contest on Fresh pasta
A competition between pasta artisans makers and injera makers

«Italian restaurants are spreading all over the country»

sector and to establish relationships with specialized companies dealing with inputs and equipment for field production, agro-processing and cooking. Last, but not least, the tasting of pasta will be one of the key features of the event.

Ethiopian Millers trust in the Wheat & Pasta Event

The event is promoted by all the public and private institutions and organizations taking part in the "Agricultural Value Chains in Oromia (Avcpo)" project, and is supported by the Ethiopian Millers' Association (Ema).

«On behalf of the Ethiopian Millers Association (Ema) I would like to thank for the invitation to enter into the organizing committee of the Wheat & Pasta Event», declared Ema Vice-president, Ms. **Abeba Tesfaye**. «Ema is more than willing to contribute towards the success of the Event and to the sustainable development of pasta in Ethiopia as a whole. On this occasion, I would like to suggest that the cooperation between Ema and Iao (Istituto Agronomico per l'Oltremare - Overseas Agronomic Institute, the Italian organization launching the event) should not be limited to the event alone, but build upon a strengthened relationship with your Institute and Italian millers. We hope this will help develop other opportunities where we may collaborate for our mutual benefit in projects such as the Avcpo». ■

Tiberio Chiari

Italian Coordinator of "Agricultural Value Chains Project in Oromia (Avcpo)"

Ministry of Foreign Affairs and International Cooperation

Istituto Agronomico per l'Oltremare (Iao - Overseas Agronomic Institute) Florence, Italy

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