



Ethiopia

Client

Coordination group of stakeholders in the Oil Seeds and Edible Oil Value Chain

Action

Achieving commercialisation and marketing of safflower production, through: quality improvements and penetration of new markets; training of extension officers; formation of safflower producer groups; enhanced extension services to producer groups, and; establishing links between producers, millers and exporters/importers.

Advisory days

30

Results

- Increased business opportunities – and thereby a higher income – benefiting approximately 30,000 rural, mostly female, farmers, in low (agricultural) potential and drought prone regions;
- Creation of direct links between small-scale safflower producers and private business operators, eliminating middlemen and raising profit margins for producers;
- Effective awareness raising and advocacy involving government departments, NGOs, private sector companies and fair trade organisations helped to improve overall conditions for safflower production and trade;
- Additional funding sourced to promote safflower production and the development of export standards for safflower oil and petals;
- An international company (BIOSS Rohstoffe) established direct contact with smallholder farmers, which helped to boost quality control and ensure a ready market for local produce;
- Farmers' awareness on proper processing of safflower seeds and petals increased.