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# AgriBusiness & Food Industry

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Happy New Year  
**2015**

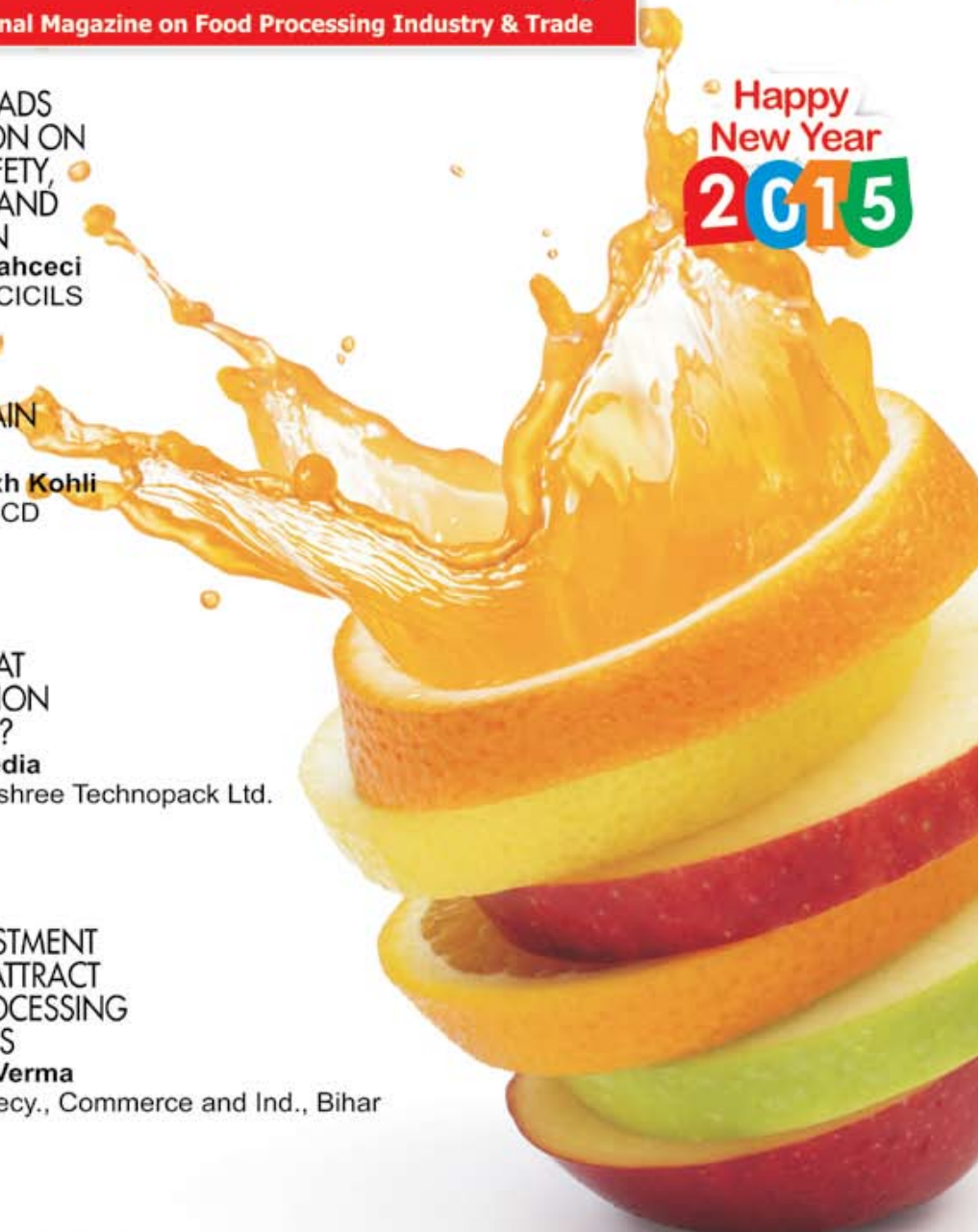


**PASTA IN ETHIOPIA: FROM COLONIAL LEGACY TO MAJOR NATIONAL FOOD**

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# PASTA IN ETHIOPIA: FROM COLONIAL LEGACY TO MAJOR NATIONAL FOOD

International conference on wheat & wheat products



A PASTA EVENT, HELD AS PART OF INTERNATIONAL CONFERENCE ON WHEAT & WHEAT PRODUCTS, WAS WELL ATTENDED SINCE PASTA IS BECOMING VERY POPULAR IN ETHIOPIA

The entire wheat sector in Ethiopia is undergoing a transformation in a bid to provide the population with increased and better food products. At the same time, exciting business opportunities are emerging both in fields production and agro-processing.

The African country's large potential in the production of wheat and wheat products was the focus of an international conference held in Addis Ababa on December 6. The theme of the conference was "Wheat, Flour & Pasta". More than 500 delegates participated. The participants included producers, farmers' associations, millers and other agri processors, chefs, international experts, researchers from federal, regional and international centers, agriculture

departments of universities and private labs, besides investors and central and local authorities.

Opening the conference, Minister of Industry Mebrahtu Meles said, "The government has been exerting efforts towards the development of agriculture and agro-processing that hold the key to the economic and social development of the country."

The Conference was organized jointly by the Embassy of Italy, the Ethio-Italian Cooperation, the Overseas Agronomic Institute (IAO), Oromia Regional State and the congress agency Avenue media.

## Pasta Event

The conference was followed by a Pasta Event on December 7. The event was well attended since pasta is becoming very popular in Ethiopia. Lessons, panel

discussions, pasta cooking and tasting formed part of this event.

## Objectives

The Conference and Exhibition sought to:

- i) address all the sectors (i.e. field production, post-harvest, processing, quality checking, packaging, distribution, cooking) which are functionally linked by the "quality" silver thread;
- (ii) gather all interested private and public actors;
- (iii) involve specialized companies and dealers, both from the industrial sector (equipments for milling, pasta-making, packaging, storing, cooking) and from the field sector (chemicals, seed, etc.), thus providing a full range of B2B opportunities for field-producers, agri-processors, distributors, restaurants & hotels.

## Durum wheat project

Under Ethio-Italian Cooperation, new partnership models have been evolved for implementation for public and private sectors. Such a model is followed by the Durum Wheat Value Chain Project in Oromia, jointly financed by the Ethiopian and Italian Governments. The project has been successful in the



production of durum wheat and its products. .

In Bale Zone, durum wheat production is forecast to Jump from about 500 tons in 2012 to 15,000 tons in January-February 2015 (about 30-fold increase in a three-years' time).

The search of quality as the priority focus for action has demonstrated that:

- Smallholders' cooperatives/Unions are able to satisfy the demand for huge stocks of high-quality durum wheat coming from national pasta industries;
- Industries are willing to pay a premium price to cooperatives/ Unions according to quality parameters of produce.

**Pasta factories' rising demand**

Indeed, durum wheat had been cultivated in Ethiopia for thousands of years, although it has gradually been displaced by bread wheat. However, the demand for pasta has shown a steady growth, leading to wheat imports by local industries.

"The high demand of the pasta factories, estimated to be between 300,000 to 500,000 quintals, will



be fulfilled by the local production, particularly from Bale Zone," Taha Hassen, president of Ethiopian Millers' Associations told the conference. .

In the country pasta factories are not more than ten in number. The promising durum wheat cultivation is expeted to satisfy the demand of these factories. However, according to experts, the growing popularity of pasta in Ethiopia is expected to give further impetus to production to satisfy the demand for quality durum wheat.

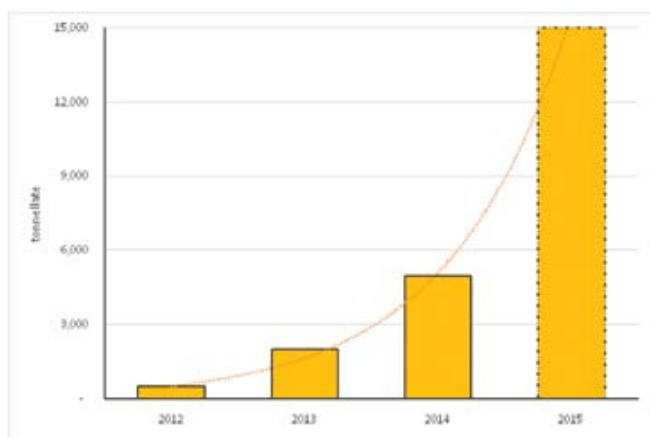
The conference was attended by several high level authorities in the country and Italian diplomatic authorities in Ethiopia. Among them were . Abduleziz Mohammed - Vice president of Oromia Region, Giuseppe Mistretta



(Ambassador of Italy), Fabio Melloni - Head of Italian Development Cooperation Office in Ethiopia, Taha Hassen - President of Ethiopian Millers'

Association, Tiberio Chiari - Technical Director IAO - (Italy) and Alessia Bianchi - Director of the Italian Trade Agency Office in Addis Ababa. ■

*Read Italian News on Page 49*



Durumwheat trend production in OromiaRegion.

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