



2025

Organic Liquid Fertilizer Producing PLC

Company Profile

Powered by Our Passion for a
Sustainable Farming!



01. •••

Table Of Content

- 1** Welcome Message
- 2** Company Overview
- 4** Company History
- 7** Mission, Vision, and Value
- 9** Our Products
- 14** Why Choose Us?
- 15** Leadership Team
- 24** Customer Testimonials
- 25** Contact Information



•••

02. •••

Welcome Message

Dear Farmers, Partners, and Stakeholders,

Welcome to Organic Liquid Fertilizer Producing PLC, where the only patented product in Ethiopia called Eco Green is borne! It is an honor to lead a company dedicated to transforming Ethiopian agriculture through sustainable and innovative solutions.

Eco Green was founded with a mission to provide farmers with high-quality, organic liquid and granular fertilizers that enhance productivity while preserving soil health. Our journey began in 2007 as a research initiative, driven by the need for alternatives to chemical fertilizers. After eight years of development, we launched a patented organic liquid fertilizer that is affordable, effective, and environmentally friendly. Today, we are proud to serve millions of farmers across Ethiopia, helping them achieve better yields and long-term soil sustainability.

Sustainability is at the heart of everything we do. By utilizing organic waste and advanced fermentation technology, we create products that not only nourish crops but also protect our land for future generations. We are committed to working alongside farmers, research institutions, and organizations like GIZ Ethiopia, USAID and so many others to promote sustainable farming practices.

At Eco Green, we believe that agriculture is the backbone of our nation, and empowering farmers is the key to economic growth. As we expand, our focus remains on innovation, quality, and making a meaningful impact. Thank you for your trust and support. Together, we can cultivate a greener and more prosperous future for Ethiopian agriculture.

Warm regards,
Kebede Lakew
Founder & CEO
Awardee of Enterpreneur of the Year/Gold Medalist



03. •••

Company Overview

Organic Liquid Fertilizer Producing PLC is a trailblazer in Ethiopia's agricultural revolution, dedicated to transforming the way farmers nourish their crops while preserving the environment for future generations. As Ethiopia's leading producer of organic liquid fertilizers, we are on a mission to empower farmers with sustainable, innovative, and cost-effective solutions that enhance productivity and promote eco-friendly practices.

Founded in 2014, Eco Green emerged from a deep understanding of the challenges facing Ethiopian farmers—rising costs of traditional fertilizers, deteriorating soil quality, and a growing need for sustainable agricultural solutions. Our journey began as a small agricultural research institute in 2007, fueled by a passion for creating impactful solutions that address these critical issues. Today, Eco Green has become a household name among Ethiopian farmers, with our products reaching six major regions across the country.



04. •••

Located in Tulefa, just 69 kilometers from Addis Ababa, our strategically positioned production facility allows us to efficiently serve the country's most agriculturally active regions. This strategic location gives us a logistical advantage, ensuring timely delivery of our products to farmers who rely on us for their planting seasons.

Our organic liquid fertilizer is the cornerstone of our operations, a product designed to enrich soils, improve crop yields, and reduce the dependency on harmful chemical fertilizers. Patented and approved by Ethiopia's Ministry of Agriculture, it stands as a testament to our commitment to quality, innovation, and environmental stewardship.

Beyond our innovative product, Eco Green's greatest strength lies in our people. With a dedicated team of 113 full-time employees—40% of whom are women—we are proud to contribute to job creation and gender equality in Ethiopia. Our leadership team brings over 10 years of combined experience in agriculture and business, driving our success and growth year after year.



At Organic Liquid Fertilizer Production PLC, we believe in the power of partnerships. We work closely with smallholder farmers, commercial farms, and key stakeholders like USAID, GIZ, Ministry of Agriculture, cooperatives and regional agricultural offices to drive agricultural transformation across Ethiopia. Our vision extends beyond business growth; it is rooted in the dream of seeing farmers harvest healthier crops, build resilient livelihoods, and secure a brighter future for their families.

Eco Green is more than a company—it is a movement to redefine Ethiopian agriculture. We are here to grow with farmers, innovate for the planet, and inspire a sustainable future for generations to come.



05. •••

History and Background

Since 2007



Organic Liquid Fertilizer Production PLC has a rich history rooted in innovation, sustainability, and dedication to Ethiopia's agricultural development.

Established in 2007 by Kebede Lakew, the company initially began as a research center committed to finding sustainable agricultural solutions. After more than eight years of rigorous research and development, Eco Green officially transitioned into a business, launching its production of organic liquid fertilizers in 2014.

The company's breakthrough came on October 20, 2018, when it commenced large-scale production at a state-of-the-art facility in North Shoa Zone. This milestone was celebrated at Arsi Zone with a grand ceremony organized in collaboration with the Oromia Bureau of Agriculture and GIZ's Green Innovation Centre program. Over the years, Eco Green has grown from a small-scale operation to Ethiopia's first and leading producer of organic liquid fertilizer, revolutionizing the way farmers nurture their crops. Since then Eco Green has become the only patented formula in the country.

Eco Green's innovative product is made using a fermentation process that transforms plant and animal waste into nutrient-rich organic liquid fertilizer. Unlike chemical fertilizers, the company's product is environmentally friendly, enriching soil health, and quickly absorbed by plants. These unique qualities make it an ideal solution for sustainable farming in Ethiopia.

The company started by offering free trial samples to smallholder farmers in Amhara and Oromia regions to promote awareness and demonstrate its benefits. Today, its client base includes smallholder farmers as well as commercial vegetable, flower, and fruit farms. Despite these strides, public awareness of organic liquid fertilizers remains a challenge, prompting Eco Green to seek partnerships to scale operations and educate farmers.

06. •••

Operating from its main plant located in the North Shoa Zone of the Amhara Regional State, just 69 km from Addis Ababa, Eco Green manages a nine-hectare facility with the capacity to produce up to 8 million liters annually. The company employs 130 full-time and more than 200 part-time workers with women making 55% of the workforce composition and has ambitious plans to expand production to eight million liters per year.

In recognition of its commitment to sustainable agriculture, Eco Green's founder, Kebede Lakew, was awarded the 2015 UNDP Entrepreneur of the Year Award as gold medalist. Under his leadership, the company has partnered with institutions like the Ethiopia Agricultural Research Institute, GIZ Ethiopia, and USAID Palladium Group to promote environmentally friendly fertilizers through programs targeting 70,000 smallholder farmers.

Eco Green's innovative efforts address critical challenges in Ethiopia's agricultural sector, including the harmful effects of chemical fertilizers and the country's dependency on imports. Ethiopia spends nearly half a billion dollars for the past 5 years with an annual average import of 1.2 million metric tonnes of fertilizers, including Urea and DAP. Eco Green's product offers a sustainable, locally produced alternative that can enhance agricultural productivity while reducing the country's reliance on costly imports.

From its humble beginnings as a research center to becoming Ethiopia's leading advocate for sustainable agriculture, Eco Green Fertilizer Production PLC is deeply committed to transforming the agricultural landscape and fostering a greener, more sustainable future.



07. •••

Mission, Vision, and Values

At Organic Liquid Fertilizer Production PLC, our mission, vision, and core values are the guiding principles that shape our work, inspire our team, and drive our impact on the agricultural landscape in Ethiopia.

Mission

Our mission is simple yet powerful: to empower Ethiopian farmers with sustainable and eco-friendly solutions by providing high-quality organic fertilizers that enhance crop yields and protect the environment. We are committed to equipping farmers with the tools they need to increase productivity, improve soil health, and cultivate a greener future.



Vision

We envision a thriving and sustainable agricultural future across Africa, beginning in Ethiopia, where Eco Green stands as the leading provider of premium organic fertilizers. We strive to be recognized continent-wide for our unwavering commitment to quality, innovative solutions, and environmental stewardship, empowering farmers to cultivate healthier, more abundant crops while safeguarding the natural resources of our shared African heritage for generations to come.

**Motto : Powered by Our Passion for a
Sustainable Farming!**

Core Values

At the heart of Organic Liquid Fertilizer Producing PLC are six core values that define who we are and what we stand for:

1. **Sustainability:** We are committed to promoting farming practices that nurture the environment and preserve natural resources.
2. **Innovation:** We continuously seek groundbreaking solutions to address the evolving challenges of agriculture.
3. **Quality:** Excellence is our standard. Every product we deliver meets rigorous quality assurance protocols.
4. **Customer Focus:** Our farmers are at the core of everything we do. Their success is our success.
5. **Integrity:** We operate with honesty, transparency, and accountability in all our business practices.
6. **Social Responsibility:** We strive to create a positive impact by supporting local communities, empowering farmers, and advancing gender equality.

By staying true to these principles, Organic Liquid Fertilizer Producing PLC aims to leave a lasting legacy in Ethiopia's agricultural sector, helping farmers thrive while fostering environmental and social progress.



Our Products & Services

ECO-GREEN Organic Liquid Fertilizer – Naturally Boosting Your Harvest



Unlock the full potential of your crops with ECO-GREEN, the ultimate organic liquid fertilizer designed to nourish the soil, enhance productivity, and promote sustainable farming. Whether you're a small-scale farmer or managing large agricultural lands, ECO-GREEN delivers more than 14 types of nutrients your plants need for healthier growth, higher yields, and superior quality.

10. •••

Choose the Perfect Size for Your Farming Needs:



1 Litre –

Precision Growth Booster

Perfect for home gardens, small farms, and precision application. A little goes a long way—experience the power of organic nutrition in every drop.



5 Litres –

Small-Scale Farming Essential

Ideal for backyard farms and small agricultural plots. Easy to apply, this size ensures that your crops get a consistent supply of essential nutrients.

11. •••



20/25 Litres – Sustainable Yield Enhancer

A go-to choice for medium-scale farmers looking for better crop performance and soil health. Balanced nutrition for stronger plants and better harvests.



100/200 Litres – Agricultural Powerhouse

The ultimate solution for large-scale farming operations. Maximize your yield while protecting the environment with the best organic liquid fertilizer available.

Our Product

- ✓ Boosts crop yield naturally
- ✓ Enhances soil health and fertility
- ✓ Reduces dependency on chemical fertilizers
- ✓ Supports sustainable and organic farming

No matter the size of your farm, ECO-GREEN is your partner in growth! Choose your ideal size today and cultivate success with every harvest.

Product Features and Benefits



Quick Absorption:

The fertilizer is applied through a foliar method, allowing plants to absorb nutrients directly through their leaves. This ensures rapid effectiveness and noticeable results.



Eco-Friendly

Composition: Made entirely from organic materials, the product minimizes environmental impact by reducing the use of harmful chemicals.



Improved Crop Yields: compared to inorganic fertilizers, farmers report a yield increment of 10-20 quintals per hectare of land.



Cost-Effectiveness:

Compared to traditional inorganic fertilizers, Eco Green's product is up to 2.7 times more affordable per hectare.

13. •••

Eco Green offers the product in various packaging sizes, from small two-liter containers for individual farmers to 200-liter drums for commercial farms. This flexibility ensures accessibility for both smallholder and large-scale agricultural operations.



Certifications & Quality Assurance

Eco Green's organic liquid fertilizer is certified by Ethiopia's Ministry of Agriculture, ensuring its compliance with national standards for organic farming. The company adheres to rigorous quality control measures at every stage of production, from sourcing raw materials to the final packaging. Regular laboratory testing ensures consistent nutrient content and product efficacy.

Client Base and Applications

Eco Green serves a wide range of clients, including:

- **Smallholder Farmers:** Representing 96% of its sales, these farmers rely on Eco Green's products to cultivate staple crops such as sesame, coffee, maize, wheat, barley, beans, cotton, vegetables and fruits.
- **Commercial Farms:** The remaining 4% of sales cater to commercial farms specializing in vegetables, flowers, and fruits.

The fertilizer has been approved for use on crops like tomatoes, potatoes, carrots, and onions, with ongoing studies to expand its application to teff, maize, sesame, and peanuts.

Unique Selling Propositions (USPs)

What sets Eco Green apart is its patented formulation, which not only provides a balanced mix of macro and micronutrients but also enriches the soil with organic matter, promoting long-term sustainability. By reducing farmers' dependency on imported chemical fertilizers, the product also helps Ethiopia save foreign currency.

Through its innovative product line and unwavering commitment to quality, Organic Liquid Fertilizer Production PLC continues to empower Ethiopian farmers while championing sustainable agriculture practices.

14. •••

Why Choose Us?

At Organic Liquid Fertilizer Producing PLC, we stand out as Ethiopia's leading provider of organic liquid fertilizers. Here's why farmers, businesses, and investors trust us:

01. Technological Innovation

We pioneer cutting-edge organic solutions, using a patented fermentation process that transforms plant and animal waste into nutrient-rich fertilizer. Our products are scientifically formulated to enhance crop yields while protecting soil health.

03. Affordability

Eco Green fertilizers are up to 2.7 times more cost-effective than imported chemical fertilizers. We make sustainable farming accessible by offering high-quality products at competitive prices.



02. Environmental Sustainability

Our fertilizers are 100% organic, free from harmful chemicals, and designed to regenerate the soil rather than degrade it. By choosing us, farmers contribute to environmental conservation while improving productivity.

04. Impact

With over 120,000 farmers empowered, more than 330 jobs created, and strategic partnerships with organizations like GIZ Ethiopia, USAID, Ministry of Agriculture, Agricultural Cooperatives and Regional Agricultural Offices, we are driving real change. Our commitment to farmer success, job creation, and food security sets us apart.



15. •••

Leadership Team

Leading Eco Green with unwavering passion and visionary zeal is Kebede Lakew, a true architect of sustainable agricultural transformation. With over two decades of entrepreneurial mastery, Kebede's journey is a symphony of resilience and groundbreaking innovation. He didn't just see Ethiopia's agricultural challenges; he ignited a revolution, transforming Eco Green from a humble research center into a beacon of hope and progress.

Kebede's relentless pursuit of excellence is nothing short of legendary. Eight years of unwavering dedication culminated in the creation of Eco Green's patented organic liquid fertilizer, a testament to his unwavering commitment to scientific advancement. This dedication was further highlighted by him earning the Best Problem Solving Technology Award as a Gold Medalist for his innovative approach. He received the award from his Excellency Prime Minister of Ethiopia, Hailemariam Desalegn.

His strategic brilliance is sharpened by a global perspective, honed through completion of a rigorous course on business sustainability at Harvard Business School. This knowledge, combined with his inherent drive, has earned him the prestigious 2015 UNDP Entrepreneur of the Year Award of the Year, proving his exceptional problem solving abilities.

Kebede Lakew is more than a CEO; he is a force of nature, a champion of sustainable growth, and a tireless advocate for Ethiopian farmers. He leads Eco Green with a profound vision for a future where agriculture nourishes both people and the planet, inspiring a generation to cultivate a legacy of prosperity and environmental stewardship.



**Kebede
Lakew
(CEO)**

16.



**Leul
Mengistu**

General Manager



**Mrs. Kedija
Umer**

HR & Operations
Manager



**Mr. Dawit
Bogale**

Procurement &
Logistics Head



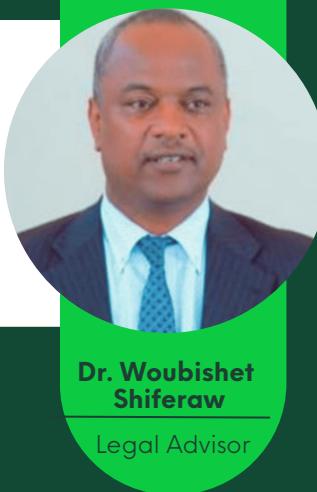
**Dr Girma
Tadesse**

R&D Head



**Dawit
Getachew**

Finance
Manager



**Dr. Woubishet
Shiferaw**

Legal Advisor

17. ●●●

In addition to the CEO, the success of Organic Liquid Fertilizer Production PLC is built on the visionary leadership and strategic direction provided by its highly experienced and entrepreneurial management team. Guided by a shared commitment to innovation, sustainability, and excellence, the leadership team has been instrumental in driving the company's growth and establishing it as a pioneer in Ethiopia's organic fertilizer industry.

Leul Mengistu – General Manager

Leul brings over two decades of expertise in agricultural research and management, making him an invaluable asset to Eco Green. His strategic leadership ensures the seamless coordination of operations, from production to market penetration. Leul's ability to integrate research insights into practical business solutions has significantly contributed to the company's competitive advantage.

Dawit Getachew – Finance Manager

With 15 years of experience in finance and accounting, Dawit oversees Eco Green's financial health. His expertise in resource allocation, budgeting, and strategic financial planning ensures the company operates efficiently while maintaining a solid foundation for growth.

Girma Tadesse (Dr.) – Research & Development (R&D) Head

A seasoned soil scientist with over 20 years of experience, Girma leads the company's R&D initiatives. His expertise has been pivotal in developing Eco Green's innovative fertilizers, ensuring the product meets the highest standards of quality and effectiveness.

Dr. Woubishet Shiferaw Shigultu

A highly experienced legal professional with over 20 years in the Ethiopian justice sector. Holding a PhD from the University of Warwick and an LLM from Amsterdam Law School, he has served as a judge and court president at various levels, played a key role in judicial reform, and currently consults for prominent organizations. He is also actively involved in training justice professionals and lecturing law.

Market Position & Competitive Advantage

Organic Liquid Fertilizer Producing PLC has established itself as a market leader in Ethiopia's organic fertilizer sector by offering innovative and sustainable solutions that cater to the evolving needs of farmers. The company's strategic positioning and competitive edge make it a key player in the agricultural transformation of Ethiopia.

Target Market

Eco Green serves a diverse customer base, with a primary focus on:

- **Smallholder Farmers:** Comprising 96% of its sales, smallholder farmers rely on Eco Green's affordable and effective organic liquid fertilizer to enhance crop yields and improve soil health.
- **Commercial Farms:** Representing 4% of the company's sales, these farms use the fertilizer to cultivate high-value crops, including vegetables, fruits, and flowers.
- **Regional Focus:** Eco Green currently operates in six Ethiopian regions—Amhara, Oromia, Afar, Sidama, SNNPR, and Tigray. Expansion plans include targeting additional regions like Somali and Benishangul-Gumuz.

Competitive Advantage

Eco Green's success is underpinned by several key differentiators that set it apart from competitors in Ethiopia's agricultural market:

1. **Innovative Product Design:** The company's patented organic liquid fertilizer offers a unique combination of 14 essential nutrients, providing comprehensive nourishment for crops. Unlike traditional inorganic fertilizers, it is eco-friendly and enriches the soil over time.
2. **Cost-Effectiveness:** Eco Green's product is 2.5 to 2.7 times more affordable than conventional inorganic fertilizers such as Urea and NPS, making it accessible to farmers across various income levels.

19. •••

3. **Sustainability:** By utilizing plant and animal waste in its production process, Eco Green promotes sustainable farming practices, reduces reliance on chemical fertilizers, and contributes to Ethiopia's environmental goals.
4. **Proven Impact:** Farmers using Eco Green's fertilizer report significant yield improvements, with increases ranging from 2.3 to 4.2 metric tons per hectare, depending on the crop.
5. **Strategic Partnerships:** Collaborations with organizations like GIZ Ethiopia and the Gonder Agricultural Research Centre enhance Eco Green's capacity to reach more farmers and promote environmentally friendly farming practices.
6. **Strong Distribution Network:** The company employs multiple sales channels, including agricultural cooperatives, one-stop shops, agents, and direct delivery to commercial farms, ensuring wide accessibility.

Positioning in the Ethiopian Fertilizer Market

The Ethiopian fertilizer market is dominated by imported inorganic fertilizers, which account for 60% of total consumption. Eco Green occupies a unique position as the nation's first producer of organic liquid fertilizer, catering to the growing demand for sustainable alternatives. While its share of the total fertilizer market is modest, Eco Green dominates the organic liquid fertilizer segment with an estimated 80% market share.

Future Outlook

With Ethiopia's fertilizer consumption projected to grow at a compound annual growth rate (CAGR) of 8% between 2023 and 2028, Eco Green is well-positioned to capitalize on this growth. Its plans to expand production capacity and enter new regional markets will further solidify its leadership in the organic fertilizer sector.

Eco Green's innovative products, strategic partnerships, and focus on sustainability ensure its continued success in shaping the future of Ethiopian agriculture.



20. •••

Expansion Plans and Future Goals

Eco Green's Vision for the Next Decade: Growth, Innovation, and Impact

At Eco Green, we envision a future where every farmer in Ethiopia—and beyond—has access to sustainable, high-quality fertilizers that transform their yields and livelihoods. Over the next 5–10 years, our mission is to scale, innovate, and expand, bringing the power of organic liquid fertilizers to more communities.

1. Expanding Across Ethiopia and Beyond

We are setting our sights on new regions, including Somali and Benishangul-Gumuz, to ensure farmers across diverse landscapes benefit from our revolutionary fertilizers. Beyond Ethiopia, we are exploring export opportunities to bring our eco-friendly solutions to the global market, supporting sustainable agriculture worldwide.

2. Scaling Up Production to Meet Demand

As more farmers experience the impact of Eco Green, demand is rising rapidly. To keep up, we are committed to increasing our production capacity, ensuring every farmer, big or small, has access to our high-quality fertilizers without delay.

3. Innovating with Tailored Fertilizer Solutions

Agriculture is not one-size-fits-all. That's why we are investing in new product lines, formulating fertilizers customized for specific crops and soil conditions. Whether it's coffee farms in the highlands or vegetable growers in the Rift Valley, we will offer targeted solutions for optimal growth.

4. Digital Transformation for Farmer Accessibility

We believe in empowering farmers through technology. Our future includes digital platforms that provide easy access to product information, best practices, and direct purchasing options. Through mobile apps and online resources, farmers will have the knowledge and tools they need at their fingertips. With bold steps and a clear vision, Eco Green is committed to shaping the future of sustainable farming—one thriving harvest at a time.



21. •••

Sustainability & Social Impact



Our CSR Vision:

At Eco Green, we believe that true success is measured not just by our growth, but by the positive impact we create on the lives of our people, the health of our communities, and the well-being of our planet. We are committed to fostering a thriving ecosystem where prosperity and sustainability go hand-in-hand.



Our Pillars of Impact:

Empowering Livelihoods:

We believe that true success is measured not just by our growth, but by the positive impact we create on the lives of our people, the health of our communities, and the well-being of our planet. We are committed to fostering a thriving ecosystem where prosperity and sustainability go hand-in-hand.



22. •••

Championing Women:

- We celebrate the strength and talent of women, with a workforce composition of 55% female, creating a more equitable and inclusive workplace.
- We are committed to providing equal opportunities and empowering women to excel in all aspects of our business.



Nurturing Our Planet:

- We are passionate about restoring and protecting our natural environment.
- We train and empower farmers to adopt sustainable practices, promoting ecological balance and reforestation.
- We actively participate in the national Green Legacy initiative, with our workforce contributing to forestation campaigns championed by the Prime Minister, demonstrating our commitment to environmental restoration.
- We are committed to reducing our carbon footprint through responsible manufacturing and distribution.
- We promote the importance of organic foods to provide health benefits for all.

Investing in Our Communities:

- We believe in the power of education to transform lives.
- We actively support schools in communities surrounding our factory and major client locations, providing resources and opportunities for students to thrive.
- We provide free products to our employees to encourage them to grow their own food, and to nurture their own backyard.

23. •••

Promoting Health and Well-being:

- We are dedicated to promoting the benefits of organic agriculture and its positive impact on human health.

Our Commitment:

Eco Green is more than just a company; we are a community of changemakers. We are committed to building a brighter future for Ethiopia and beyond, where sustainable agriculture, economic opportunity, and environmental stewardship flourish together.



Customer Testimonials



K Vegetables & Fruits PLC

Eco Green organic liquid fertilizer revolutionized our farm! Our yields soared, crops grew healthier, and the soil flourished. The transformation was so incredible that we abandoned inorganic fertilizers entirely. For a sustainable, productive, and thriving harvest, we highly recommend Eco Green—it's the key to long-term farming success!

L.H Coffee Agroindustry PLC

Our coffee farms have flourished with this indigenous organic liquid fertilizer! It boosts soil fertility, enhances productivity, and strengthens coffee plants with vibrant leaves and disease resistance. More affordable than imported fertilizers, it even revives collapsed trees. We highly recommend this eco-friendly solution for healthier, high-quality coffee and sustainable farming.

Minaye Flowers

Eco Green fertilizer has visibly improved our flowers' quality and disease resistance. We've seen better stem length, thickness, and vibrant leaf color. While some filtering improvements are needed for easier mixing, the results are undeniable. As an organic farm, we're committed to Eco Green and its positive impact on our blooms!



Contact Information

•••

Eco Green Liquid Fertilizer Production PLC values strong communication and partnerships with farmers, investors, and stakeholders. For inquiries, support, or further details about our products and services, please contact us through the following channels:



Head Office: +251 116187421



www.ecogreenfertilizer.com



info@ecogreenfertilizer.com



Social Media:

- Facebook:
fb.com/ecogreenfertilizer
- Twitter: @EcoGreenPLC
- LinkedIn: Eco Green Liquid Fertilizer Production PLC



Head Office:

- Bole Sub City,
Woreda 8,
- H.No 2144, Lubaba Building, 5th Floor,
- Addis Ababa,
Ethiopia

Production Facility

Address:

- Tulefa, North Shoa Zone,
- Amhara Region,
69 km from Addis Ababa, Ethiopia

