

Tradin Organic creates a crisis-proof working environment

The Netherlands-based international food sourcing and trade company Tradin Organic Agriculture B.V. is joining forces with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH to build a sustainable supply chain for organic avocado and sesame oil in Ethiopia. In order to protect its employees and suppliers in the best possible way against the global COVID-19 pandemic and to allow local production and distribution processes to continue, the existing partnership is being expanded to include protective measures against coronavirus.

THE BACKGROUND

The coronavirus has, as many other countries, also reached Ethiopia and poses major challenges for the local economy. Due to the high risk of infection along the agricultural and industrial supply chains and the increasingly uncertain business environment, Sunvado and Selet Hulling, sister companies of Tradin Organic, had to upgrade and implement additional measures to reduce the infection risk and comply to local COVID-19 guidelines and instructions. Not only were more than 300 direct jobs at the company's locations in Ethiopia and over 2,000 indirect jobs along the supply chains at risk, but also more than 35,500 farmers could lose access to the export market and thus to important sources of income.

The situation called for swift action. Under the *develoPPP.de/COVID-19 Response* programme, the German Federal Ministry for Economic Cooperation and Development (BMZ) is therefore supplementing existing support with funds to implement the necessary protective measures.

The cooperation is being realised with the GIZ, whose expertise has already proven its worth in building up the avocado and sesame supply chain.

THE PROJECT

Key measures to improve the working environment for workers and suppliers include structural changes in the factories, in-house training, and the procurement of essential hygiene products and additional technical equipment.

In concrete terms, Tradin Organic is adapting its factory operations and implementing regular health checks, as well as offering training in protective measures against the coronavirus in order to build an economically resilient supply chain. The company contributes to COVID-19 treatment costs that are not covered by the health insurance and provides hygiene products. Structural changes are being made in the factories with areas being partitioned, workspaces enlarged, and sanitary facilities

ENSURING ACCESS TO THE MARKET FOR

35,500

FARMERS



PROJECT TERM

JUNE – DECEMBER 2020

PROTECTION OF

**300 DIRECT AND
2,000 INDIRECT**

JOBS



'As an internationally renowned partner in the organic food trade, we are proud to work with a large network of organic farmers and suppliers. Now that the coronavirus is making it difficult to maintain these supply chains, we are fortunate to have BMZ and GIZ as strong partners on our side to implement the necessary protective measures quickly and efficiently.'

Gerard Versteegh · President Tradin Organic Agriculture B.V.

improved. Additional equipment for virtual meetings will facilitate mobile working and safe trainings in the field.

The measures are implemented as quickly as possible so that the project can be successfully completed by the end of 2020.

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Agency for Business &
Economic Development

Do you have any questions?

AWE will be happy to advise you.

Do you have questions about BMZ's COVID-19 Response programme? Or are you planning a project yourself? The Agency for Business & Economic Development will be happy to advise you.

You can contact our sector experts on +49 30 72 62 56 80 or by emailing beratung@wirtschaft-entwicklung.de

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