

19 December 2023

# Innovations Session N°16

Niche marketing strategy  
for SMEs and smallholder farmers



INNOVATIONS<sup>📶</sup>  
SERIES





# LOVEGRASS

ETHIOPIA

Bringing you the nation's finest!

By Yonas Ademassu Alemu

Founder

Dec/2023

# Who are we?

We are a social business on a mission to share the benefits of Ethiopian Teff with the world.

From our factory on the outskirts of Addis Ababa which is awaiting BRC certification, we produce internationally award-winning health food products.

We are Ethiopian owned, Ethiopian branded, International health food experts, using the finest ingredients found in the great rift valley.

We work jointly with thousands of farmers in rural Ethiopia to increase agricultural yield by modernising a farming tradition which has remained unchanged for millennia.

---

## *OUR VISION:*

We strive for a continent where naturally nutritious food is a right for all and not a privilege for the few.

## *OUR MISSION:*

We aim to be Africa's most trusted and recognisable health food brand by 2030, around the world.



# Our Journey

**2015**

Lovegrass Ethiopia was born. Initiated by the lack of institutional capacity to turn local raw materials into wholesome food for the masses.



**2022**

Delayed by the Covid pandemic, our state-of-the-art factory on the outskirts of Addis was officially opened and started production.



**2022**

our healthy snacks cereal under the name Keti Snacks won silver medal at the International Nourish Award. Proving our premium quality objectives



**Mid 2023**

Our fortified powdered Beverages are ready to be brought to the masses under the brand Birtat.



# Value addition in Ethiopia

- ☞ We have built an institutional capacity to manufacture world class products. Creating local jobs, introducing new technology, and becoming a source of foreign currency for the country.
- ☞ Our factory is awaiting BRC certification. It is the highest achievement in food quality and hygiene.
- ☞ From our factory we have started serving the worlds top supermarkets chains such as Wholefoods and Selfridges.



# Our work with rural small holder farmers

**We are a social business, and our objective is to work closely with the rural small holder farmers (over 75% of Ethiopians)**

- To improve agricultural productivity. We collaborate with the Ethiopian Agricultural research institute to provide training.
- To supply farming technology and selected seeds to over a 1000 cluster farmers.
- We provide market access and advance payment through a contract farming arrangement.
- We get a consistent supply of raw material.
- We can help prevent child malnutrition by providing access to nutrition-dense food such as Birtat.



# WHAT IS TEFF?



**A Gluten Free Nutritional Powerhouse - Teff is a tiny but mighty Ethiopian super grain!**

## KEY NUTRITIONAL BENEFITS

- ☞ Teff is so small that it is always wholegrain, most of its volume is germ and bran, the most nutritious parts. It is high in resistant starch (low GI)
- ☞ Teff is packed with prebiotic fibre (a key benefit for IBS sufferers)
- ☞ Teff is rich in protein, calcium, iron, magnesium, manganese, phosphorus, potassium and zinc
- ☞ Not only a source of B vitamins teff is the only grain known to contain significant amounts of Vitamin C
- ☞ Contains all essential amino acids
- ☞ Teff is naturally Gluten Free

## THE STORY OF TEFF

- ☞ Teff, also known as '*Eragrostis Tef*' or '*Williams Lovegrass*' is an annual grass native to Ethiopia
- ☞ It is the smallest and possibly the most ancient of all domesticated grains having originated in Ethiopia between 4000 BC and 1000 BC
- ☞ For thousands of years the Ethiopian people have used Teff as the main ingredient of the staple food, fermented flat bread called **Injera**
- ☞ To this day Ethiopia is the only country that is home to hundreds of unique varieties of Teff seed

# OUR HERO PRODUCTS – BREAKFAST CEREALS



## Our Crispy Teff Flakes

- ☞ Only 2 natural ingredients
- ☞ Wholegrain teff
- ☞ Excellent gut food due to high fibre content
- ☞ Naturally gluten free, vegan
- ☞ Naturally high in iron, fibre, magnesium, manganese, zinc, phosphorus and a good source of calcium and potassium
- ☞ Crunchy, slightly nutty and mildly sweetened with sugar cane juice (the least processed form of cane sugar)



## Our crunchy Cocoa Teff Rings

- ☞ Wholegrain teff
- ☞ Crunchy, crispy chocolate flavour with slight cinnamon undertone
- ☞ Excellent gut food due to high fibre content
- ☞ Naturally gluten free, vegan
- ☞ Naturally high in iron, fibre, magnesium, manganese, zinc, phosphorus and a good source of calcium and potassium
- ☞ Naturally and mildly sweetened with sugar cane juice.



## Our Ancient Grain Honey Hoops offer a highly nutritious and delicious breakfast proposition.








- ☞ Wholegrain teff, sorghum and finger millet
- ☞ Crispy, crunchy, naturally sweetened with wild Ethiopian honey
- ☞ Excellent gut food due to high fibre content
- ☞ Naturally gluten free, vegan
- ☞ Naturally high in iron, fibre, magnesium, manganese, zinc, phosphorus and a good source of calcium and potassium



# OUR HEROES- SNACKS, POWDERED BEVERAGES, PASTA AND PANCAKE MIX



Nutritious and natural teff snacking experience. We teamed up the two heroes of Ethiopian cuisine, the ancient teff and spicy chilli mix to create unique crispy snacks.

-  Only natural ingredients
-  Flavoured with Ethiopian spice blend
-  Low in sugar
-  Only 99kcal per pack
-  Excellent gut food due to high fibre content
-  Naturally gluten free, vegan
-  High in fibre, manganese and iron



Innovative Better-for-You Product of the Year



*Some of Lovegrass Ethiopia's multiple international awards*

# OUR HEROES – SINGLE ORIGIN SIDAMO COFFEE – GRADE1

## Lovegrass Ethiopia Whole Bean Sidamo Coffee



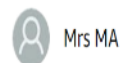
- ☪ Single origin
- ☪ Grade 1
- ☪ Medium roast
- ☪ Harvested at altitude of over 2000m, the coffee trees mature slowly developing robust and complex flavours
- ☪ Available in 250g or 1kg consumer packs or bulk

### Lovegrass Wholebean Sidamo Coffee

Entry: 415 / 147

★ 1-Star

A rather mixed bean with some high-roast aroma. While the aroma in the cup is a little muted, we found nothing lacking in the mouthfeel or fullness of flavour. A little single-noted, perhaps with a touch of burnt sugar, but well balanced within its remit. A firm finish, with single-noted persistence, maintaining balance.



★★★★★ Mellow coffee with great aroma

Reviewed in the United Kingdom on 20 December 2022

Verified Purchase

This coffee is full of flavour and aroma, one of the best coffee beans. Lovely rich, smooth cup. Will be back for more!

# Why stock Lovegrass Teff products?



Gluten Free



Vegan & Dairy Free



Source of Calcium

Try our delicious range of  
100% Ethiopian Teff products

Nutritionally dense, all naturally gluten free, high in diverse fibre, iron and magnesium.



High in Iron



High in Fibre



High in Manganese

## Why work with Lovegrass Ethiopia?

- Our hero Ethiopian Teff is the main ingredient of Ethiopian cuisine. Excellent introduction into the untapped world of East African cooking.
- Lovegrass Ethiopia's unapologetically ethnic branding invites our customers onto an East African culinary adventure.
- Teff is an excellent alternative to more established ancient grains such as quinoa or buckwheat.
- Unlike other gluten free products made from maize, our products offer excellent nutritional benefits with emphasis on gut health.
- Lovegrass Ethiopia has highly skilled factory and product development staff with a strong, social mission.
- By working with us, you support thousands of small holder Ethiopian farmers, with traceability from 'field to plate'.
- All of our products are made from simple, clean ingredients.
- Lovegrass teff is not GMO.
- We have strong logistical capability, with experienced operations teams both in Ethiopia and the UK. Our supply chain is strong and we're able to fulfil bulk orders.





# LOVEGRASS

ETHIOPIA

We use the African rift valley's finest natural heritage ingredients!



*This series of events is organised by PAFO and COLEAD.  
COLEAD operates within the framework of development cooperation  
between the Organisation of African, Caribbean and Pacific States (OACPS)  
and the European Union.*

# Thank you

