



Growing the Potential of Africa

africaJUICE is a dynamic new company that aims to become a major producer and exporter of tropical fruit juices from Africa. We plan to establish at least three production locations across Africa by 2014.

The Upper Awash Project

The Upper Awash project is a Joint Venture with the Ethiopian Government to form the africaJUICE Tibila Share Company and deliver:

- Capital investment of US \$20 million
- Rehabilitation and expansion of the Tibila farm into a high tech drip-irrigated tropical fruit plantation.
- 600 hectares of yellow passion fruit, 600 hectares of mango, papaya, guava and other tropical fruits.
- Development of more than 1200 hectares of outgrower farmers
- Construction of a new high quality fruit processing plant
- Production of juices, purees and concentrates for export via Djibouti to Europe, Middle East and regional markets.



Contact Us

For more information please email:
info@africajuce.com



Sustainable development

We aim to be a benchmark for how foreign direct investment can be delivered by offering a model of how genuine commitment to sustainable development can maximise value economically, socially and environmentally.

SOCIAL

- Building local management and technical capacity
- Fair Trade
- Sustainable employment
- Active support to outgrowers
- Community Equity Share Scheme

ECONOMIC

- Attractive returns to investors
- Foreign direct investment
- Value add in Ethiopia
- Export high value products
- For local communities:
 - Sustainable employment
 - Become Fair Trade Outgrowers
 - Local suppliers and contractors

ENVIRONMENTAL

- New technology to increase efficiency of water usage
- Minimise energy usage and carbon footprint
- Target zero waste operation
- Minimise use of chemicals—organic as a long term goal
- Promote biodiversity goal
- Fair Trade

