NUTRIDENSE

Pioneering oat production and affordable oat-based foods

Ethiopia
Founded: 2017
Sector: Agri-food
https://chachaots.rf.gd/

Ethiopia imports **$6 million USD** worth of breakfast cereals annually, making nutritious cereal products expensive and inaccessible for most consumers. Meanwhile, smallholder farmers face limited income opportunities and lack market linkages for new crops.

Nutridense pioneered Ethiopia's **first oats-for-human-consumption value chain**, providing affordable, healthy oat products for local consumers, while creating guaranteed income and employment for smallholder farmers through an inclusive sourcing model. Nutridense works **along the full value chain of oat production and retail**, from training farmers and sourcing raw oats to processing and distributing healthy and affordable oat-based foods.

450+ smallholder farmers
supplying oats to Nutridense

20,000+ people living in poverty
have purchased Nutridense products

38,000+ total customers
of Nutridense products

$140K USD
Funding to date

$31,800 USD
2024 Revenue

$9,916 USD
2024 EBTIDA

$500K USD
Funding needed

Leadership Team

Alem Greiling
Founder

Abraham Genbaw
Head of Finance and HR

Alemayehu Abera
Production and Quality Manager

Alemtsehai Abraha
alem.grelling@gmail.com
+251 985 871 947

Supported by: innovations against poverty
Funded by: Sweden Sverige
Managed by: SNV
In collaboration with: Inclusive Business Partners, bop inc

Learn more about Innovations Against Poverty and IAP grantees

Last updated: December 2025