THEDAY AGRO INDUSTRY PLC

Empowering women and farmers through sustainable, additive-free fruit processing.

Ethiopia
Founded: 2011
Sector: Agri-food
www.thedayjam.com

Ethiopia faces severe post-harvest losses and as a result imports 68% of its processed fruit products, despite great capacity for local fruit production. Limited processing capacity and middlemen-dominated supply chains limit farmers' earnings, especially among women.

Theday Agro Industry PLC is a **women-owned social enterprise** producing **additive-free jams**—primarily strawberry—and dried fruit to meet growing local and international demand for healthy fruit-based foods. Theday Agro Industry operates a food processing facility in Addis Ababa that is certified by the FSSC 22000 V6 Food Safety Management System. Primary clients are supermarkets, hotels, hospitals, and universities, with the company expanding into regional and institutional markets.

Women represent:
67% of permanent staff
100% of seasonal staff
80% of management positions

3+ million products sold

200+ partner retail locations

10+ product types available

$465K USD
Funding to date

$477K USD
2024 Revenue

$99K USD
2024 EBTIDA

$450K USD
Funding needed

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Leadership Team

Yezichalem Kassa
Founder and Owner

Liya Workneh
Production Manager

Mahlet Alen
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