

GENUINE AND ACCESSIBLE CONSUMER GOODS SERVICE



Source: www.lib.ufoxas.com

Project site: Sub city of Lideta, Addis Ababa, Ethiopia



PHOTO: JOSHUA

Joshua Multipurpose Cooperative Board & other committee Members

Background

Based in Lideta Sub city, Joshua Multi Purpose Cooperative was established in 2000 by 43 members to reduce poverty, by creating access to financial, savings and credit services for the informal economy workers. Today we have 6305 members.

The cooperative now wishes to broaden its services by providing its members and the general public with genuine agricultural and industrial food products at accessible prices.

The lack of genuine supplies and the instability of agricultural consumer goods prices is a national issue. Therefore, and after conducting a needs assessment, the cooperative resolved to set up a genuine supply of consumer goods and services.

Joshua is also a founder of the Addis Cooperative Bank.

Project summary

The project aims to support members through the provision of consumer goods at reasonable local prices. In order to implement our objectives, we have approached and discussed a possible business partnership with the Oromia Cooperative union. A sustainable network with local agricultural producers unions including the Oromia Agricultural producer's Unions located in Lume, Ada, Becho Arsi and Welega has been put into place. We will be trading with designated factories and Ethiopia Merchandise Wholesale and Imported Trade Enterprise. The agricultural foodstuff will be processed by two millstone houses and distributed to three shops, thus working against corruption and discouraging chains of retailers. The project hopes to generate income for indicated members and create employment for at least 9 people. The project will strengthen the network of cooperatives engaged in agricultural products. Fifty-one-percent of the cooperative's members are young people or women. The project will create employment opportunity



for the youth and reduce the women's workload, thus generally helping to reduce poverty.

Contributions to the Decent Work Country Programme's priority (DWCP):

- Poverty reduction through employment promotion, focusing on youth and women;

Partners

The main partner is the Cooperative Bank of Oromia, which will be providing guaranties for Agricultural producer Unions. The guaranty process has already been initiated.

Beneficiaries

The direct beneficiaries of this project are the 6305 Joshua members and their families. Other beneficiaries will be Addis Ababa residents who live near the project's locations. Indirect beneficiaries are 4 to 6 cereal producer unions, namely West Showa (Becho), East Showa (Lume), North Showa and Welega, Bale and Arsi Farmers' Cereal Production Union.

Expected achievements

The project's main achievements will be:

- To play an active role in stabilizing commodity prices and selling at reasonable and affordable prices by bulk purchases of farm produce and industrial outputs;
- To establish two main grinding meal houses and 3 genuine and reliable distribution centers;
- To establish a sustainable supply centre for industrial food products directly from the factory, Ethiopia Merchandise Wholesale and Imported Trade Enterprise.

Project duration and budget

Project duration: 6 months, May - October 2009

Total Budget: USD 1,649,032

Contribution from COOP^{AFRICA}: USD 20,000

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