



COMPANY PROFILE · 2026

BEECO

AGRO INDUSTRY PLC

Premium Ethiopian Strawberries

From our farms, delivered with care.



Holeta, Oromia · GLOBALG.A.P. certified

www.beecoberry.com



STRAWBERRIES



BEECO AGRO INDUSTRY PLC

FROM THE ETHIOPIAN HIGHLANDS

We grow, pack and export fresh strawberries from Holeta, Oromia — selected, cooled and shipped for demanding retail markets.

24.6 HA FARM

GLOBALG.A.P.

EXPORT READY

BEECO AGRO INDUSTRY PLC · PREMIUM ETHIOPIAN STRAWBERRIES



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24.6 hectares in Ethiopia's central highlands

ABOUT US

An Ethiopian strawberry producer and exporter



Producer and exporter

Beeco Agro Industry PLC grows and exports fresh strawberries from Ethiopia.



Highland farm

Our farm sits in Holeta, Oromia, within Ethiopia's highland agricultural zone.



Modern cultivation

Greenhouse and tunnel production combined with modern irrigation and crop management.



Quality first

Premium quality, traceability, food safety and dependable export supply.



COMPANY INSIGHTS

Production capacity, quality and responsible growth

24.6 HA

Total farm land



12 HA

Strawberry production area



195,136 KG

Sales volume, Jan – Jul 2026



89 %

Share of revenue from export



360k Tone

Full-year production capacity



GLOBALG.A.P.

Certified production



PERFORMANCE HIGHLIGHTS

January – July 2026



TOTAL SALES VOLUME

195,136 kg

▲ 22% vs budget

Budget 159,913 kg

TOTAL SALES REVENUE

ETB 157.90 M

▲ 37% vs budget

Budget ETB 115.32 M

EXPORT REVENUE

ETB 140.72 M

89% of total revenue

Export-led revenue mix

ACTUAL VS BUDGET

Sales volume (kg)



Sales revenue (ETB M)



Strong performance driven by quality, productivity and dedicated teamwork.

Unaudited management figures for the period January – July 2026.

OUR STORY

Built around agriculture, quality and long-term value creation



“

A clear ambition

Beeco Agro Industry PLC has developed its strawberry operation around one aim: connecting Ethiopian production with demanding international markets.

Built on teamwork

Strong results come from teamwork across farm operations, quality, finance, logistics, sales and export.

Growing responsibly

Our approach is based on continuous improvement, practical field management and responsible business growth.

THE PRODUCT

PICKED, COOLED AND PACKED THE SAME DAY



Harvested at the right maturity stage, handled gently in the field.



Pre-cooled quickly, then held under managed temperature.



Packed retail-ready with traceability printed on every punnet.

FRESHNESS



OUR PRODUCT

Fresh, carefully handled strawberries from Ethiopia



Premium fresh strawberries produced in Ethiopia.



Selected and packed for freshness, appearance and export requirements.



Consumer-ready retail packaging with product traceability information.



Available for international and selected local markets.

PRODUCT POSITIONING

Fresh Ethiopian strawberries combining careful cultivation, quality control and export-ready presentation.

Premium Ethiopian Strawberries

Freshness. Quality. Reliable Supply.

Growing Freshness. Delivering Trust.

Beeco produces premium-quality strawberries in Ethiopia using modern greenhouse technology, professional agronomic practices and rigorous quality-control systems. We combine consistent quality, traceability and sustainable production with reliable export capability to build long-term partnerships.



QUALITY

Premium fruit with strong freshness, appearance and taste.



RELIABLE SUPPLY

Planned greenhouse production supporting consistent supply.



FOOD SAFETY & TRACEABILITY

Systems aligned with international food-safety and compliance requirements.



SUSTAINABILITY

Responsible resource use, soil-health improvement and composting.



PARTNERSHIP

Customer-focused service and commitment to long-term relationships.



FROM FARM TO MARKET

1



GREENHOUSE

Controlled production with modern technology.

2



HARVEST

Careful and selective fruit handling.

3



PACK

Quality grading and traceable packing.

4



EXPORT

Reliable delivery to global markets.



HIGH QUALITY
You Can Trust



MODERN GREENHOUSE



EXPORTING TO GLOBAL MARKETS



BUILT FOR LONG-TERM PARTNERSHIPS

PRODUCT SPECIFICATION

Formats, shelf life and availability



01

PACKAGING

250 g retail punnet

02

SHELF LIFE

7 – 10 days

03

GRADE

Class I · 25–35 mm+

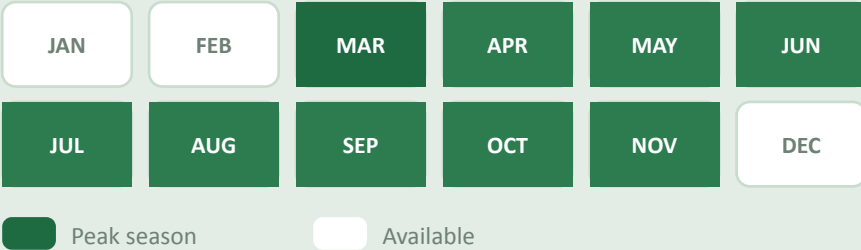
04

CERTIFICATION

GLOBALG.A.P.

Varieties	Six export varieties — see following slide
Grade / calibre	Premium Export Grade, Class I — uniform, firm, bright red
Punnets per case	10 × 250 g punnets (2.5 kg net)
Cases per pallet	Approx. 80 – 100, by carton and pallet configuration
Traceability	GGN 4059883399943 printed on every punnet

AVAILABILITY



Size, calibre and packaging can be supplied to buyer requirement.



Buyer-branded packing available to your artwork

WHY CHOOSE BEECO STRAWBERRIES?

Quality from cultivation to delivery



Highland origin

Produced in Ethiopia's highland environment, where climate favours flavour and firmness.



Controlled production

Greenhouse and tunnel cultivation supports consistent crop management.



Traceability

Export packaging carries clear identification and traceability information.



Quality systems

Production and handling are aligned with recognised international standards.



Freshness

Careful harvesting, sorting, packing and cold-chain management.



Reliable partnership

A team-oriented approach to long-term customer relationships.

OUR VARIETIES

Selected for flavour, appearance and travel performance

Monterey

01

Consistent yields with a sweet, balanced flavour profile.



Sensation

02

Large, attractive fruit with strong market appeal.



Fandango

03

Firm berries with reliable performance in transit.



Calinda

04

Bright colour and excellent eating quality.



Cabrilo

05

Uniform grading with consistent fruit size and strong yields.



Felicity

06

Aromatic fruit selected for freshness retention in export programmes.



Variety mix is planned by season and can be matched to buyer requirements on flavour, size and shelf life.

CERTIFICATIONS & STANDARDS

Our commitment to responsible and controlled production



GLOBALG.A.P.

Certified production practices



SMETA

Ethical and social compliance audit



BASIS

Responsible crop protection



FACT

Agricultural compliance framework



HACCP

Food safety management

Our systems are designed to support food safety, worker welfare, traceability and responsible agricultural practices.

SELECTED CERTIFICATES

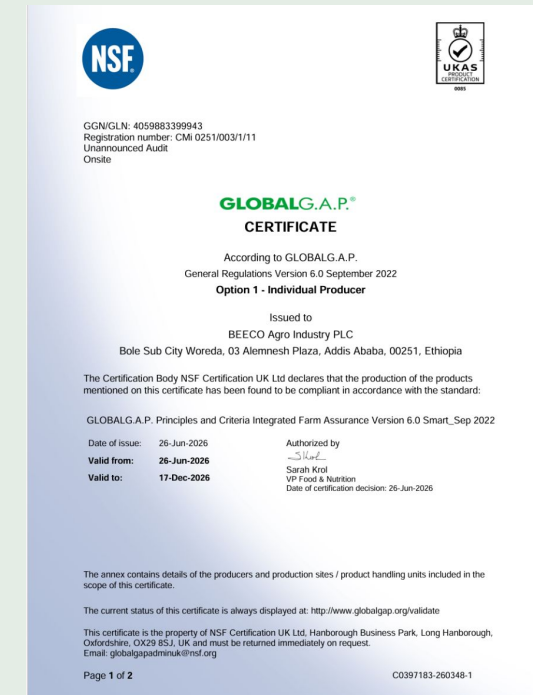
A selection of our current certification documents



Ethiopian Customs Commission



Authorized Economic Operators



GLOBAL G.A.P

Further certificates and audit reports, including full scope and validity dates, are available on request.

CORPORATE SOCIAL RESPONSIBILITY

Community support and shared value



COMMUNITY ROADS

Construction and improvement of local access infrastructure.



WATER SUPPORT

Support for access to safe drinking water.



EDUCATION

Support to student feeding and community education initiatives.



HEALTH

Support for health insurance and employee and community wellbeing.

Shared value is part of how we operate — not a separate programme.

SUSTAINABILITY ENGAGEMENT

Creating value beyond commercial performance



Responsible agricultural production and environmental stewardship.



Supporting employees through a safe and respectful working environment.



Contributing to the communities around our farm and operating areas.



Building long-term relationships with employees, customers, suppliers and local stakeholders.



Making sustainability part of everyday operational decisions.



FRESH STRAWBERRY PACKAGING PROCESS

From harvest to export

01

Harvesting

Careful picking at the appropriate maturity stage.



02

Reception & sorting

Inspection and removal of unsuitable fruit.



03

Grading

Selection according to quality, size and appearance.



04

Packing

Retail-ready packaging with product identification.



05

Pre-cooling / cold chain

Temperature management to protect freshness.



06

Final quality control

Verification before dispatch and documentation.



07

Loading & dispatch

Careful handling for refrigerated transport.



Unbroken cold chain from field to destination.

OUR MARKET APPROACH

Building long-term export partnerships

- 01 Export-oriented production with strong attention to customer specifications.
- 02 Flexible retail presentation and traceable packaging.
- 03 Focus on consistent quality, communication and reliable logistics.
- 04 Long-term partnerships based on a practical win-win approach.
- 05 Continued investment in production, quality systems and market development.



COLD CHAIN & LOGISTICS

Handling specifications from packhouse to destination



[0 – 2 °C]

Storage & transport temperature



Rapid, pre-pack

Pre-cooling after harvest



[90 – 95 %]

Relative humidity in cold store



7 – 10 days

Shelf life at specified temperature

Departure point

Addis Ababa Bole International Airport (ADD)

Shipping mode

Air freight, primarily Ethiopian Airlines Cargo

Transit time

24 – 72 hours from departure to destination

Incoterms offered

FCA / CPT / CIP, by destination and requirement

Documentation

Phytosanitary certificate, GGN, invoice and packing list



PRE-COOLING & COLD CHAIN

Fruit is picked at the appropriate maturity stage, transferred immediately to the packing and cooling facility and pre-cooled rapidly before packing. The cold chain is maintained through to dispatch.



Grade, format, labelling and pallet configuration to your specification.

PARTNERSHIP

LET'S GROW TOGETHER

We work with importers, retailers and distributors on programmes built around consistent quality, clear communication and dependable volumes.

Export enquiries

Sample requests

Season programmes





LET'S KEEP IN TOUCH

BEECO AGRO INDUSTRY PLC



Addis Ababa, Ethiopia · Farm: Holeta, Oromia



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