



Herburg Roses, a Dutch owned grower, recognized back in 2006 the opportunity to expand their business by relocating to Ethiopia. At that time, floriculture was in the very early stages of development in Ethiopia, but the conditions for growing roses were perfect, with year-round warmth and great light, and a large and enthusiastic workforce.

Initially the business took on 18 hectares on the prestigious Sher Project in Ethiopia, and over the years has expanded to 40 hectares with more planned for the future. Herburg Roses has recently become Fairtrade certified and is exporting 22 types of flowers to the European market.

Source: www.aldi.co.uk