

THE METAD FOCUS

Unsurpassed Quality Standards

METAD differentiates itself through the production of only the highest quality coffees raised – harvested, prepared and transported according to quality standards unmatched in the industry.

Corporate Citizenship

METAD is a community-conscious company. Our corporate culture is guided by our intention to act with integrity, build loyalty and empowerment within our community, and practice true transparency in all aspects of our business.

Relationships with the Ethiopian Business Community and Government Agencies

Among METAD's greatest intangible assets are the unique relationships our executive team has forged within these communities, which has established the foundation for our company to quickly become a key player in commodity export and economic development initiatives in Ethiopia.

Investment Opportunities

METAD's community-centric business model and focus on operating across the value chain is attracting investors worldwide, a solid indication that the company is poised for continued growth. In addition to coffee farm operations, investment opportunities exist in the byproducts of our primary coffee crop, including tea, oil, briquettes, cosmetics, honey from the coffee flowers, and spices that are intercropped with the coffee trees. Contact us for more information about the investment opportunities available with METAD.



Over 70% of METAD's current farm workforce are women



Ripe red cherries at the Hambela coffee farm

For more information on METAD, to request product descriptions, grades and/or to place an order, please contact us.

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Out-growers near METAD's Hambela farm, being trained by our agronomist



METAD's employees processing red cherries from new harvest on raised beds



Seed-to-Cup
~ from Ethiopia ~
the Birthplace of Coffee

Our story begins with our grandmother, Muluemebet Emiru, who in 1934 became Africa's first female pilot. After World War II, she was awarded farmlands, lush with wild coffee trees, in the Harar and Sidamo regions. With our grandfather's help, she transformed the Harar farmland into a private coffee estate, thus forging our family's deep connection to the land and the beginning of our coffee cultivation traditions.



Our beloved grandmother after one of her flights in 1934

The METAD executive team has three generations of experience in growing and trading coffee, including a founding executive and former COO of the Ethiopia Commodity Exchange (ECX). A cornerstone principle of METAD is our commitment to be responsible stewards and good corporate neighbors. An integral part of our corporate mission is to provide social benefit programs for the citizens and coffee farmers of Ethiopia.

METAD AT A GLANCE

- METAD Agricultural Development, PLC grows and processes green Arabica coffee for export to importers and roasters in North America, Europe and Asia. We participate in the entire coffee value chain – seed-to-cup – from our nursery to our consumer brands, Kabu and Hambela Coffees.
- METAD is a family-owned business. We are Ethiopian natives (US citizens), who returned to our homeland with a deep desire to invest in and improve coffee quality and marketing by actively participating in the value chain.
- METAD has the capability, through our network of farms and processing sites, to source all types and grades of coffees (Yirgacheffe™, Sidamo™, Harar™, Limu, etc.), as well as the capacity to meet large volumes required by our buyers.
- METAD is registered with the Ministry of Trade and is a member of the Ethiopian Chamber of Commerce; Ethiopian Coffee Growers & Exporters Associations; SCAA; SCAE; SCAJ; and the African Fine Coffees Association (AFCA).

THE METAD DIFFERENCE:

Quality You Can Taste – Reliability You Can Count On – Passion You Can See and Feel

● We Start With the Highest Quality Coffees

METAD's strict quality control protocols are applied to every phase of the coffee production process, from our seedling nursery to planting, crop maintenance, harvesting, processing and transportation. We've teamed up with USAID to provide thorough pre- and post-harvest training to local farmers who participate in our "Out-Growers Program."

● We Ensure Quality Through Active Participation in the Coffee Value-Chain

METAD is committed to our product and involved in every step along the way, from seedling to farming, harvesting, processing, roasting and exporting, to our retail consumer brands, Kabu and Hambela Coffees.

● We Deliver as Promised – On Time, Every Time – Keeping the Lines of Communication Open Every Step of the Way

METAD will always ship the coffee you sampled; we will never blend or substitute. We pride ourselves on our transparent pricing model, selling practices and on-time delivery. We understand that our customers have their own schedules and commitments to meet, and we'll give you regular progress reports along the way.



METAD's new hulling machine, installed at the farm site in Hambela

● We Employ High-Standard Wet and Dry Processing Systems

METAD's modern and controlled wet and dry processing systems keep the focus on quality. In addition to raised drying beds, we have a warehouse and hulling machines on location at our farm sites in Hambela and Gedeb (Gedio Zone). An eco-friendly wet processing (Penagos) infrastructure will be ready for use in the 2014/2015 season.

● We Maintain Modern Testing and Sampling Facilities

METAD's Coffee Quality Laboratory was the first privately owned laboratory certified in Africa by the Specialty Coffee Association of America (SCAA). Equipped with state-of-the-art coffee tasting technology, the lab will serve as a training site for domestic and international coffee professionals and will be available for use by our valued customers.



METAD's state-of-the-art SCAA-certified laboratory

Specialty Coffee Association of America (SCAA) Director Skip Finley congratulates METAD CEO Aman Adinew on laboratory certification



● We Care About the Environment

We are at the forefront in utilizing environmental protection methods in relation to coffee wastewater disposal in the wet-processing stage to avoid ground or surface water pollution. To maintain our commitment to sustainability, we employ modern farming techniques such as apiculture (for crop pollination) and intercropping (to maximize the use of land resources).

● We Care About Our Community

METAD wants to make our community happier and healthier, and we pride ourselves on implementing ethically and socially responsible practices across our company. A portion of all profits are reinvested back into the community, going towards the building of clinics and digging wells for safe drinking water, among other initiatives. We have adopted a local elementary school, providing 408 students with much needed supplies and financial support, and we've partnered with Grounds for Health, a US-based NGO working with coffee farming communities to eradicate cervical cancer in women.

We invite you to come for a visit ... we have bungalows available for guests. Stay with us at the farm and enjoy the beautiful scenery, the delicious coffee, and the delightful company of our employees and farmers.