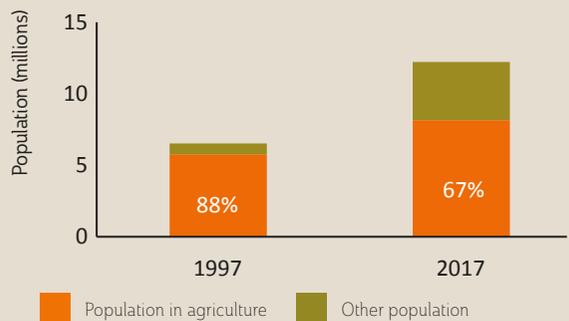
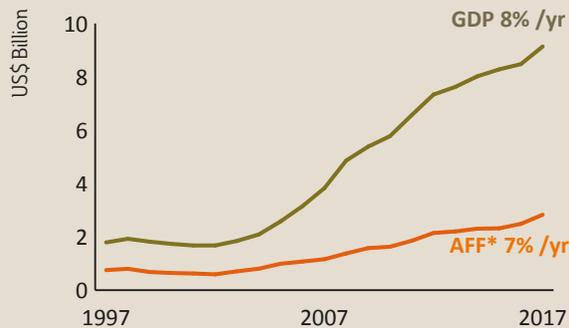




MACROECONOMIC CONTEXT

Rwanda's overall GDP has been increasing steadily over the past 20 years. Although currently classed by the World Bank as a low-income country, and having a low Human Development Index (ranked 158 of 189 countries), Rwanda now aspires to middle-income and high-income status by 2035 and 2050, respectively, through its National Strategies for Transformation.⁵

The share of agriculture has been reducing, though it has recently rallied (mainly due to tea and coffee exports).



* AFF: Gross Output Agriculture, Forestry and Fishing

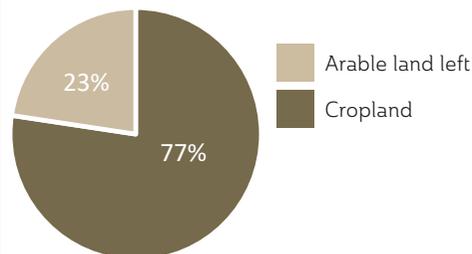
FOOD PRODUCTION

Top 10 horticultural crops (000 tons, 2017)

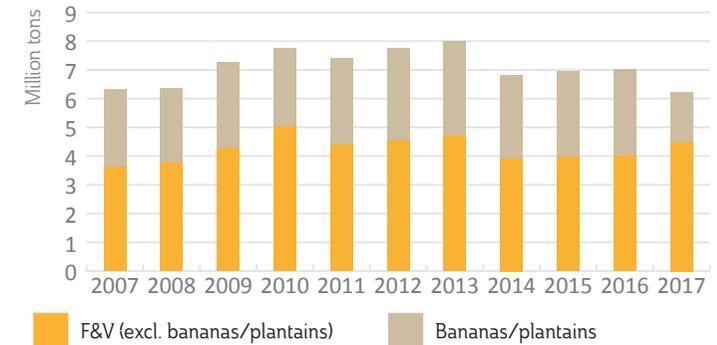
1	Bananas	1,729	6	Pumpkins, squash & gourds	290
2	Sweet potatoes	1,079	7	Taro (cocoyam)	215
3	Cassava	1,042	8	Other fresh fruit	103
4	Potatoes	846	9	Tomatoes	97
5	Beans	465	10	Cabbages & other brassicas	95

Rwanda's comparative advantages

- Rwanda offers a favourable climate, diverse agroclimatic conditions (high to low altitude), abundant water resources and cheap labour.
- Much of Rwanda's fruit and vegetable produce is organic and grown on fertile volcanic soils.¹
- The Government's Strategic Plan for Agriculture Transformation 2018–24 (PSTA 4) has agri-processing as one of its priority areas, aiming to strengthen market-oriented production and diversification.²
- Rwanda's National Cooling Strategy was launched in 2019, and a new African Centre of Excellence for sustainable cold chains will be based in Kigali.³
- Agribusiness has been identified as one of two business sectors that offer short-term opportunities for market creation and significant potential for private-sector job creation.⁴



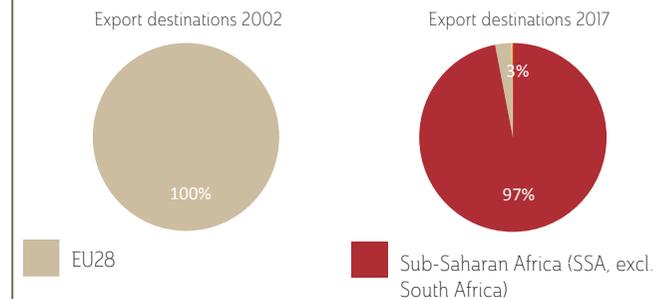
Trends in fruit and vegetable production



TRADE

Rwanda currently has a negative physical trade balance for fruit and vegetables - in 2017 it imported 21,180 tons more than it exported.

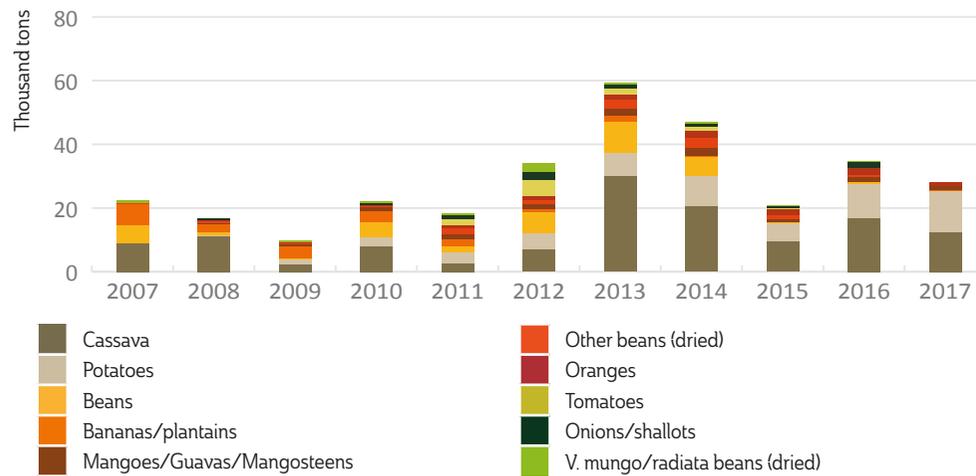
Exports to SSA (Excl. South Africa) represent 93% of all exports while exports to the EU represent only 6% of the quantity but 55% of the reported value. Legumes and potatoes represent the bulk of all exports, but the fruit and processed goods sectors are increasing.



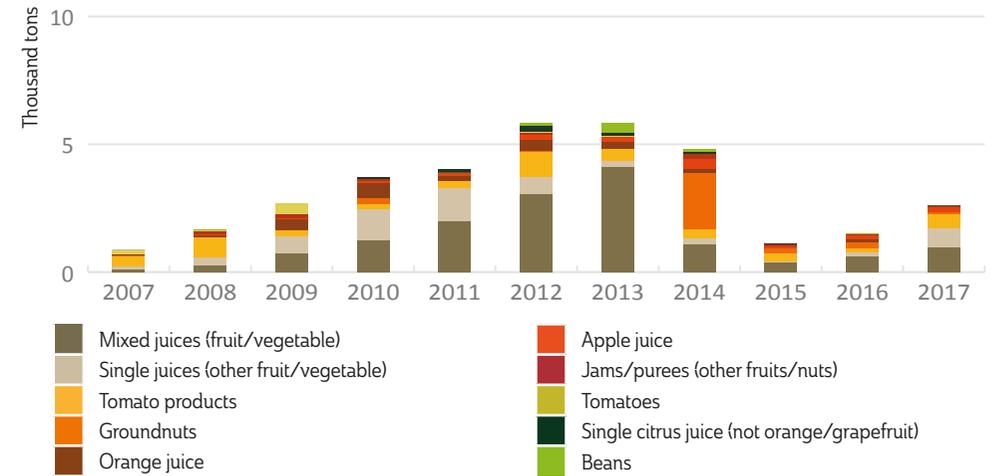


GLOBAL TRADE IN FRUITS, NUTS AND VEGETABLES (BY VOLUME)

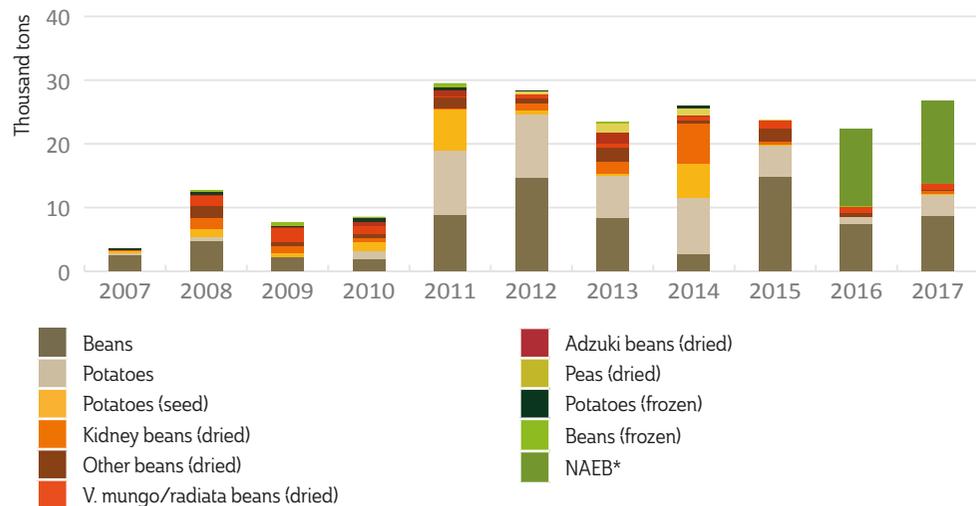
IMPORTS of top 10 FRESH fruits, nuts and vegetables



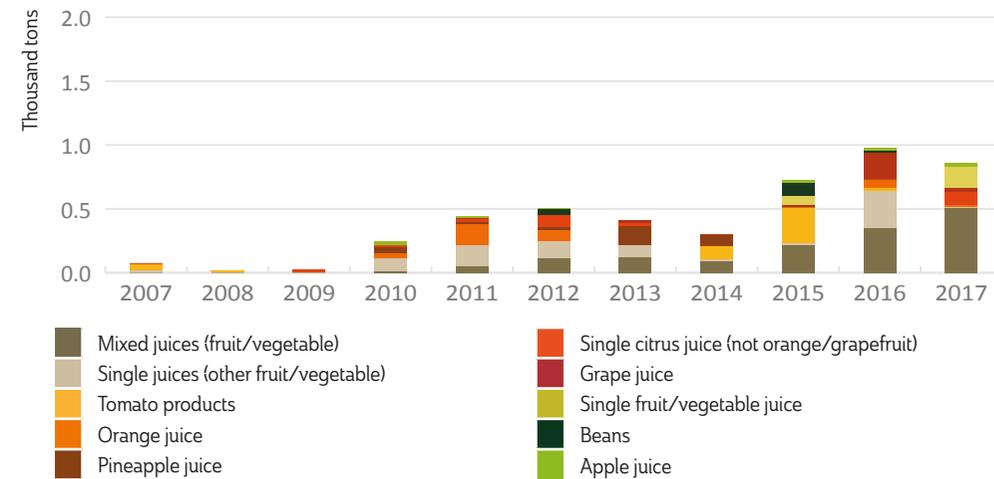
IMPORTS of top 10 PROCESSED fruits, nuts and vegetables



EXPORTS of top 10 FRESH fruits, nuts and vegetables



EXPORTS of top 10 PROCESSED fruits, nuts and vegetables



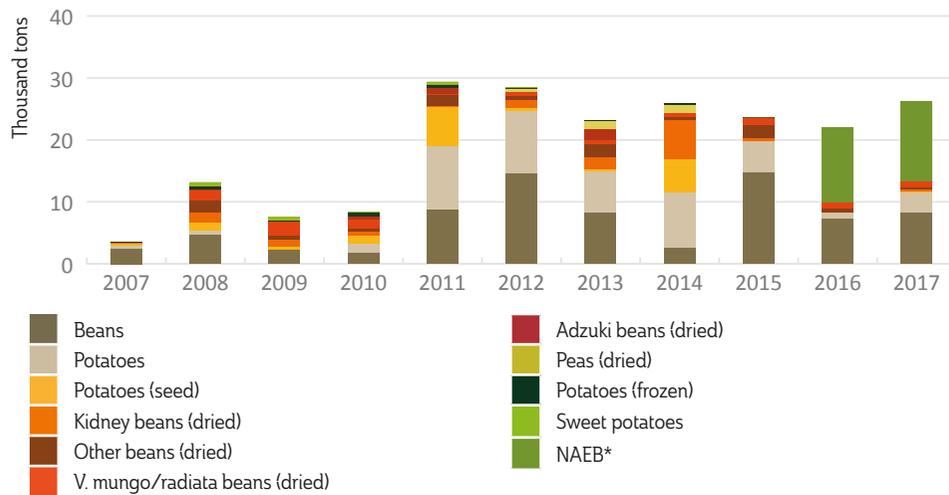
* No match between data available to COLEACP and national datasets (NAEB) from 2016 onwards.



EXPORTS OF FRUITS, NUTS AND VEGETABLES: REGIONAL AND EUROPEAN MARKETS (BY VOLUME)

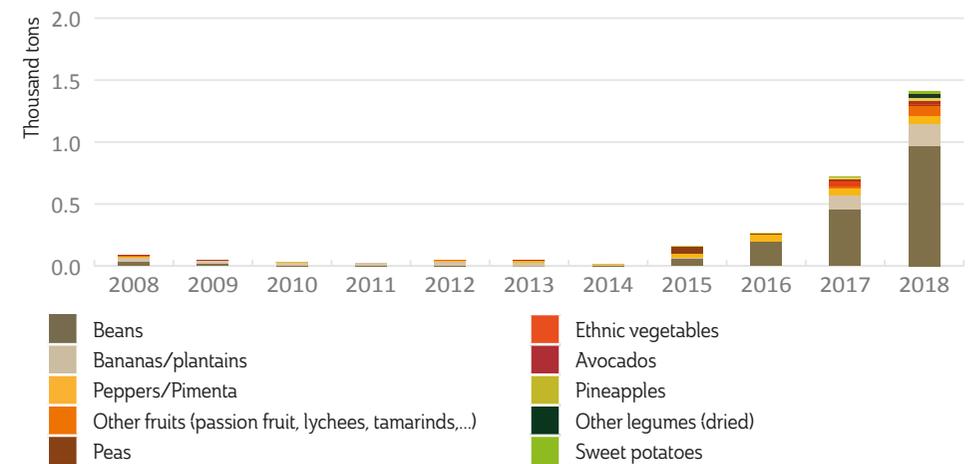
EXPORTS TO SSA

FRESH fruits, nuts and vegetables

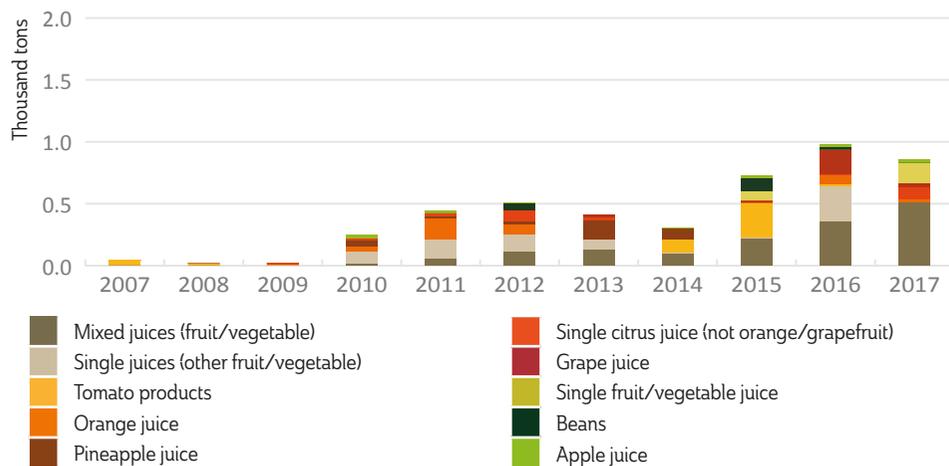


EXPORTS TO EU28

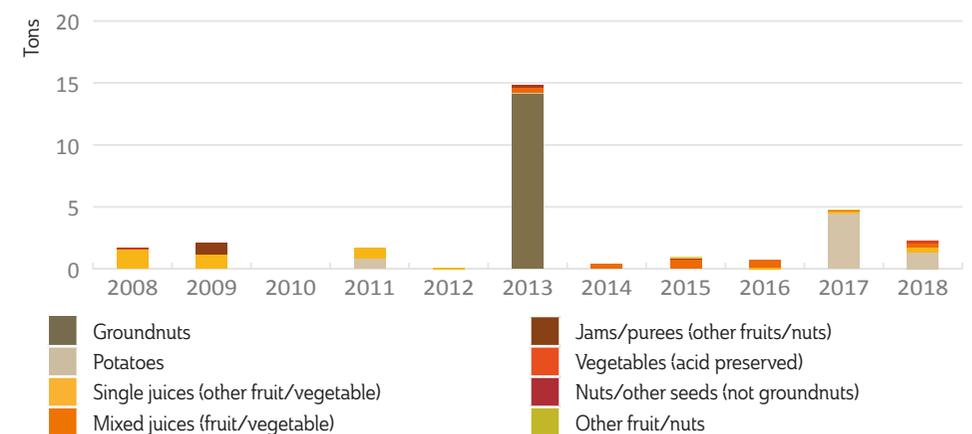
FRESH fruits, nuts and vegetables



PROCESSED fruits, nuts and vegetables



PROCESSED fruits, nuts and vegetables



* No match between data available to COLEACP and national datasets (NAEB) from 2016 onwards.



FOCUS ON THE MARKET

Local Supply

Locally, after bananas the main vegetable production is of root vegetables – sweet potato and cassava.

Beans and pulses, squashes and tomatoes are also grown.

Local Demand

The main vegetables consumed are beans, cassava, white potatoes, sweet potatoes and cooking bananas.

A 2018 survey found that more than one in five households (24%) had inadequate food consumption, with 4% of them consuming a poor diet⁶ and 20% a borderline diet. While 56% of households had a daily consumption of vitamin A-rich vegetables, the diets of those with poor and borderline food consumption did not include any fruits.

Key facts

Regionally, legumes have been the main vegetable exports – to neighbouring countries (Burundi, DRC, Uganda, Tanzania, Kenya); Europe (Belgium, UK, France, Netherlands); Asia (Pakistan, Oman, Kuwait, Bermuda); Australia.

Legumes are produced in Rwanda year round, but climate shifts (droughts and floods) have caused significant crop losses in recent years. However, the export market outside of SSA is still expanding.

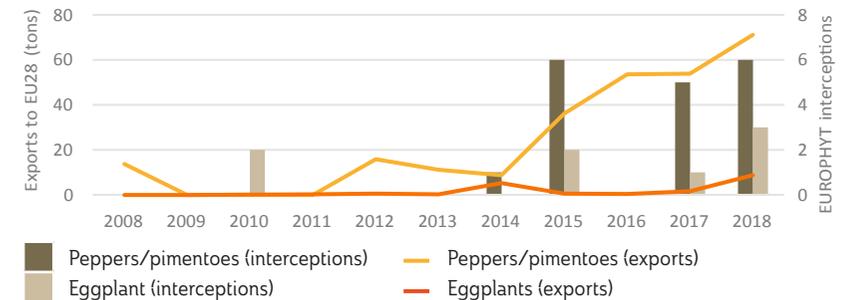
Globally, bananas have been the main fruit export – to Europe (Belgium, France, Netherlands) and to e.g. Canada. There is a thriving small-scale intra-regional trade, mainly in cooking bananas.

A sharp increase in exports of processed products over the past decade is mainly due to fruit juices, and to a lesser extent tomato, bean and nut products, mostly to neighbouring countries.

Limited amounts of niche products are exported to other continents (prepared cranberries to USA, groundnut products to UK and Canada).

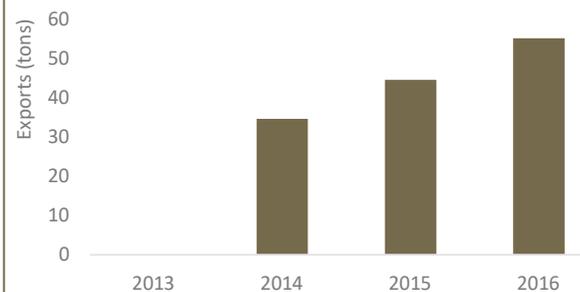
EU MARKET AND SPS ISSUES

Chillies are a promising high-value export crop to the EU, but they are prone to pests and diseases and subject to increasing controls. EU SPS interceptions are rising – the main harmful organism has been false codling moth



(*Thaumatotibia leucotreta*) in capsicum. And a new issue in 2018 was eggplant fruit and shoot borer (*Leucinodes orbonalis*) in Ethiopian eggplant.

One to watch: macadamia nuts



Introduced in 2004, macadamia has proven to be one of Rwanda's high-value crops and has been supported by Government initiatives. The nuts are produced almost entirely for the external market; exports are mainly to the USA, with demand in Asia also increasing. Exports, dominated by processed nuts, quadrupled over the period 2015–18, and have been valued at \$2 million for the period. 2019 saw the launch of a macadamia nut processing factory in Rwanda with the capacity to process 1,000 tons per year, established by Rwanda Nuts Company Ltd with Japanese investors.³

	National	Regional	EU	World
Potential	Dried fruits; Fruit juices	Dried fruits; Fruit juices; Tomatoes; Beans; Nuts; Potatoes	Chillies, Vegetable mixtures(frozen and dried); Processed groundnuts	Niche processed products (e.g. cranberries, groundnuts)
Developing	Irish potatoes; Beans; Legumes; Squashes; Tomatoes	Mushrooms; Beans; Tomato-based products; Fruit juices mixed (fruit/vegetables); Single fruit juices (other F&L); Grape juices	Mushrooms; Beans; Sweet potatoes; Passion fruits; Potatoes (prepared and tinned)	Macadamia nuts; Niche processed products (e.g. cranberries, groundnuts)
Mature	Bananas/ Plantains; Sweet potatoes; Cassava	Legumes; Plantains	Legumes; Bananas/ Plantains	Legumes; Cassavas; Bananas/ Plantains



Notes

- ¹ Fresh Plaza (2015) Fruits, veg big deal for Rwanda's exports. Fresh Plaza, 4 March. <https://www.freshplaza.com/article/2136134/fruits-veg-big-deal-for-rwanda-s-exports/>
- ² Taarifa (2019) Japanese firm launches factory to process Rwandan macadamia for export. Taarifa Rwanda, 19 March. <https://taarifa.rw/japanese-firm-launches-factory-to-process-rwanda-macadamia-for-export/>
- ³ Anon. (2020) Centre of Excellence in Rwanda to support farmers and rural communities. African Farming and Food Processing, 9 July. <https://www.africanfarming.net/crops/agriculture/centre-of-excellence-in-rwanda-to-support-farmers-and-rural-communities>
- ⁴ IFC (2019) Creating Markets in Rwanda: Transforming for the Jobs of Tomorrow. Washington, DC: International Finance Corporation, World Bank Group. <https://www.compactwithafrica.org/content/dam/Compact%20with%20Africa/events/201906-CPSD-Rwanda.pdf>
- ⁵ World Bank (2019) The World Bank in Rwanda: Overview. www.worldbank.org/en/country/rwanda/overview
- ⁶ WFP (2018) Rwanda: Comprehensive Food Security Analysis 2018. World Food Programme and National Institute of Statistics of Rwanda. <https://reliefweb.int/sites/reliefweb.int/files/resources/WFP-0000103863.pdf>

Local research: Sunripe Ltd

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CIA World Factbook: <https://www.cia.gov/the-world-factbook/>
Human Development Index 2018 – a composite index of life expectancy, education and per capita income indicators: http://hdr.undp.org/sites/default/files/2018_human_development_statistical_update.pdf
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Population: <https://data.worldbank.org/country/>
Population employed in agriculture: <https://data.worldbank.org/indicator/sp.rur.totl.zs>
Food production: www.fao.org/faostat/
Trends in fruit and vegetable production: www.fao.org/faostat/
Cropland and arable land left: World Bank
Total exports (quantity and value): IFPRI
Global imports and exports, top 10 fresh fruit and vegetables, and top 10 processed fruit and vegetables: IFPRI, NAEB (Rwanda National Agricultural Export Development Board)
Regional imports and exports, top 10 fresh fruit and vegetables, and top 10 processed fruit and vegetables: IFPRI, NAEB (Rwanda National Agricultural Export Development Board)
Exports to EU28, top 10 fresh fruit and vegetables, and top 10 processed fruit and vegetables: <https://ec.europa.eu/eurostat>
Focus on the EU market: https://ec.europa.eu/food/plant/plant_health_biosecurity/europhyt_en