

# TANZANIA INVESTMENT OPPORTUNITY

## HORTICULTURE



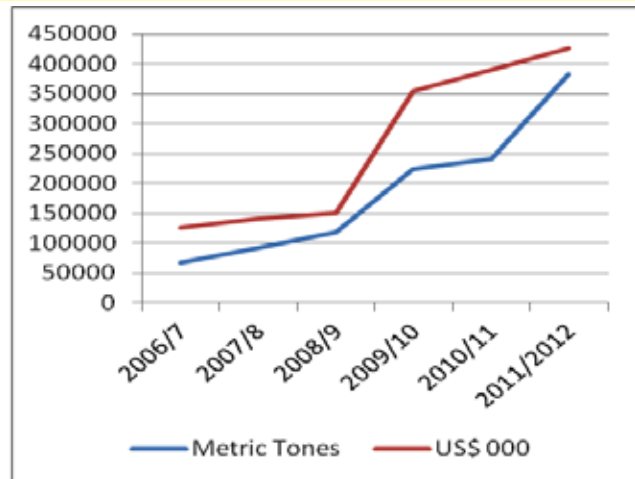
Establishing modern vegetables, fruits, flowers, spices and horticultural seed business operations for domestic, regional and international markets

### SITUATION

- The horticultural industry in Tanzania is the fastest growing industry within the agricultural sector recording an annual average growth of 9 - 12 per cent in the past five years. Contribution of the investments in horticultural businesses to total agricultural investments has averaged 17 per cent since 2007.
- The sub-sector has been earmarked as one of the potential areas for fast growth in the Tanzania Agriculture and Food Security Investment Plan (TAFSIP) and Southern Agricultural Growth Corridor of Tanzania (SAGCOT).
- A number of investors are already engaged in the production and marketing of horticultural crops mainly for export markets. The crops include vegetables (such as green beans and baby corns), flowers (e.g. roses and cuttings) and fruits (e.g. avocado, mangoes, pineapples and berries)

### MARKET OPPORTUNITY

- There is huge demand for quality horticultural products in both local and export markets
- Tanzania's horticultural exports have increased significantly.
- Domestically, there is still inconsistent supply of quality products making the country import fruits, vegetables and spices such as tomatoes, onions, garlic and leeks, fresh apples, grapes, pears and quinces and strawberries accounts
- There is an increased processing of fruits into juice which has led to an increased demand of the produce in the country. This has contributed to the reduction in supply to the market of some fresh fruits such as mangoes making the prices fairly consistent and attractive.



### TANZANIA'S ADVANTAGE

- Land availability, wide range of climatic conditions supporting production of a variety of horticultural crops, access to markets through preferential and other regional/multilateral schemes and peace and stability of the country are among the factors that make Tanzania an important investment destination for horticulture
- There are significant irrigation potentials across Tanzania
- Cool climate, altitudes of 800m to 200m, low humidity and average rainfall greater than 700mm make production of crops such as flower, cuttings, vegetable/flower seeds, avocados, strawberries, raspberries and spices (cardamom) possible in the SAGCOT area and the northern zone.
- Strategic positioning of the country:  
Good links to ports and airports: DSM and Tanga ports, Julius Nyerere International Airport in DSM, Songwe International Airport in Mbeya, KIA and Nairobi provides guarantee for sea freighting and airlifting of horticultural products destined for international markets.



We invite you to visit Tanzania to see the opportunity yourself