



QUARTERLY NEWSLETTER

JANUARY-MARCH 2026

Agri-Exports power
Rwanda's Agricultural
growth in 2025 GDP

Rwanda taps into
the growing Middle
East market for fresh
produce exports

Rwanda steps up
push into Pakistan's
coffee market



Price of coffee cherries up by 25%

The minimum farm gate price for quality coffee cherries has increased from Rwf600 to Rwf750 per kilogramme in 2026, a 25% rise from the previous season.

How agri-exports powered Rwanda's Agricultural Growth in 2025 GDP



Rwanda's agricultural sector recorded a strong 7% Growth Domestic Product (GDP) growth in 2025, driven by a 32% increase in export crop production. Coffee led the expansion with a remarkable 60% increase, while tea production grew steadily by 8%; reinforcing the sector's export-led transformation.

This performance is driven by targeted interventions of the National Agricultural Export Development Board (NAEB). Strategic expansion of high-value crops; coffee, tea, avocado, and macadamia; has been reinforced by coffee rejuvenation on 2,145 hectares, distribution of over 8.5 million tea seedlings, and development of 730 hectares of horticulture orchards. These large-scale investments have significantly boosted production and strengthened climate resilience, while the rollout of improved crop varieties and enhanced pest management systems continues to drive higher productivity and quality.

Farmer empowerment has also played a critical role, with over 1,000 growers trained, improved access to finance, and extension

services delivered through 130 field officers. Job creation initiatives engaged over 4,500 women and youth, generating more than RWF 2 billion in income.

At the same time, investments in export infrastructure and compliance; such as expanded packhouse capacity, modern laboratories, cold chain logistics, and new coffee washing stations—have ensured that Rwanda's products meet international standards.

On the market front, NAEB intensified efforts in diversification and promotion, securing new export protocols with China, expanding into the Middle East and India, and introducing cost-effective sea freight solutions. Initiatives like the Best of Rwanda Coffee Competition and global trade engagements have strengthened Rwanda's premium positioning and market access.



Rwanda taps into the growing Middle East market for fresh produce exports



Rwanda Fresh Products Exporters engaging with buyers at the Gulfood Exhibition in Dubai.

From 26 to 30 January 2026, the National Agricultural Export Development Board (NAEB) along with Rwandan producers seeking to expand their products to international markets, participated in the annual Gulfood Exhibition,

► What it means

Attending Gulfood offers Rwanda a valuable platform to boost exports of fresh produce, particularly vegetables, fruits, and flowers, to countries in the Gulf Cooperation Council (GCC) region.

Rwanda steps up push into Pakistan's coffee market



NAEB's CEO highlighting the uniqueness of Rwanda coffee to Pakistani investors during the festival.

Rwanda is leveraging its strong foothold in Pakistan's tea market to introduce its premium coffee, aiming to penetrate a new niche among the South Asian nation's growing community of coffee enthusiasts.

Those ambitions took centre stage in Islamabad, where the National Agricultural Export Development Board (NAEB), in collaboration with the High Commission of Rwanda in Pakistan, organized the inaugural Rwanda Coffee Festival 2026 from January 29 to 30.

Pakistan remains Rwanda's leading buyer of tea through the auction system, positioning it as a strategic partner. With demand for specialty and premium coffee rising, driven by an expanding café culture and a younger consumer base, NAEB is seeking to position Rwandan coffee as a high-value product capable of attracting competitive prices and fostering long-term partnerships.



“Rwanda Coffee Festival was a success, attracting many participating companies and generating strong interest after visitors tasted our coffee. All of this aligns with the plan to increase agricultural exports, contribute more to the national economy, and improve farmers’ livelihoods overall.” NAEB’s CEO Claude Bizimana noted.



NAEB seeks to broaden market for Rwanda’s Agri-exports in Europe

For the fifth time, Rwanda participated in the Paris International Agricultural Show (SIA) held annually in Paris, France; showcasing unique coffee, tea, honey, and other value-added goods to more than 600,000 visitors.

Hosted at the Paris Expo–Porte de Versailles, the 9 days event opened on February 21, 2026, provided a platform for exporters to exchange expertise and build partnerships to advance agri-export sector.

Fifteen Rwandan companies participated, showcasing products such as coffee, tea, honey, and other value-added goods. The participation reflects Rwanda’s continued investment in strengthening agricultural value chains and expanding access to international markets.

“Attending is not just about meeting buyers,” she said. “We also engage in planned activities, meeting executives from large importing and exporting companies worldwide. It’s a place to learn, visit other key markets in France, and expand our business ideas and practices.” Ritha Umutoni, CEO of Rixu Rwanda Coffee.

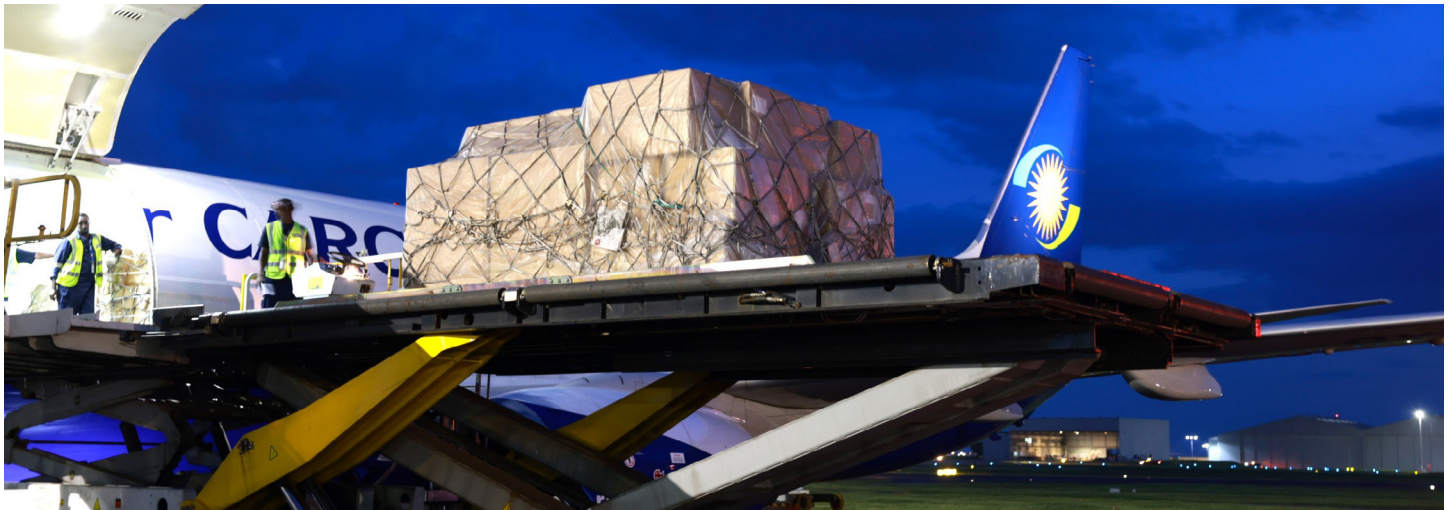


Participants engaging with Rwandan exporters during SIA 2026.

“This was Rwanda’s fifth participation, and we noticed buyers returning for Rwandan coffee and tea because they enjoyed it. It confirmed that our coffee is gaining recognition internationally,” Aloys Rubayiza, Managing Director of Rwanda Mountain Coffee



Rwanda expands agricultural exports reach across Africa



Cargo being loaded into an aircraft for shipment to Congo-Brazzaville.

The National Agricultural Export Development Board (NAEB), in partnership with the Embassy of the Republic of Rwanda in Congo-Brazzaville, launched a new initiative supporting Rwandan Exporters to access the Western & Central African market. The first cargo shipment, dispatched on 21st January 2026, carrying 17 tons of Made in Rwanda products, mainly fresh fruits and vegetables.

► Key context

Aligned with NST2 and Vision 2050, this initiative showcases Rwanda's growing export potential and commitment to intra-African trade through African Continental Free Trade Area (AfCFTA). Beyond African markets, Rwanda exports fruits and vegetables to various continents, including the United States of America, Europe, Asia, and Australia.

Price of coffee cherries up by 25%



► What drove the increase

Increase in international coffee prices, Exchange rate of the Rwandan Franc against the US Dollar, Expansion and diversification of markets for Rwanda coffee, and Improved coffee processing and quality enhancement.

► The impact

The price adjustment is expected to boost farmers' incomes, improve local production and quality, reinforcing Rwanda's position in the specialty coffee market.

13th January 2026 – The minimum farm gate price for quality coffee cherries has increased from Rwf600 to Rwf750 per kilogramme in 2026, a 25% rise from the previous season.



NAEB strengthens efforts to sustain Rwanda coffee market through EUDR & CSDDD compliance



Rwanda coffee sector stakeholders pose for a group photo during the EUDR & CSDDD roadmap lunch.

Kigali, 19th February 2026; NAEB with partners officially launched the Roadmap for Aligning Rwanda's Coffee Sector with the EU Deforestation Regulation (EUDR) and the Corporate Sustainability Due Diligence Directive (CSDDD).

With Europe accounting for over 61% of Rwanda's coffee exports, this roadmap marks a strategic milestone in safeguarding market access while strengthening sustainability, traceability, and responsible business conduct across the coffee value chain.

"The introduction of the EUDR and CSDDD signals a transformative shift in global trade, placing sustainability, traceability, and due diligence at the heart of international commerce. While these requirements present significant compliance obligations, they also offer Rwanda a timely opportunity to enhance transparency, reinforce environmental stewardship, and further position its coffee as a premium, responsibly produced product on the global stage." NAEB's Chief Operations Officer noted.

How NAEB is Strengthening Rwanda's Agri-Export Sector through PSAC Project

Through PSAC Project, NAEB continues to advance its commitment to strengthening Rwanda's agri-export sector and improving livelihoods. In just two years, over 4,500 jobs have been created for women and youth engaged in seedling production, generating more than RWF 2 billion in income. To date, over 12 million coffee, tea, and horticulture seedlings have been produced and planted. These efforts are laying a strong foundation for a more resilient and high-performing agricultural sector driven by exports.

Watch the PSAC Project documentary [here](#) and discover how this initiative is transforming livelihoods and strengthening Rwanda's agri-export sector.



Turning loss into value: How NAEB is transforming chili and onion post-harvest handling



Rubavu Post-Harvest Center, dedicated to onion curing is nearly completion

Through the Smart Food Value Chain Management Project, NAEB is establishing one National and four Local Post-Harvest Centers dedicated to onions and chili. These facilities are strategically located in Kigali City, Rubavu, Rulindo, Bugesera, and Nyagatare Districts to enhance post-harvest handling capacity across key production zones.

Upon completion, currently at 75%, the centers will have the capacity to cure 120 tons of onions and dry 79 tons of chili within 48 hours. This

intervention is expected to significantly reduce post-harvest losses, with onion losses projected to decrease from 15.4% to 7.7% and chili losses from 17.2% to 8.7%.

This initiative represents a strategic investment beyond infrastructure, aimed at reducing post-harvest losses, improving product quality, enhancing export competitiveness and revenues, and increasing farmers' incomes.

From farm to market: NAEB via KWIHAZA Project drives quality and growth for horticulture value chain



NAEB is advancing the competitiveness of Rwanda's horticulture sector through KWIHAZA Project, a four-year initiative targeting 40 cooperatives and SMEs across 13 districts. The project focuses on empowering women and youth by increasing production, reducing post-harvest losses and boosting incomes from high-value crops like avocado, passion fruit, tomato and onions.

Key interventions include training cooperatives in post-harvest management, providing processing and quality tools, renovating NAEB's packhouse, and linking farmers to premium local and regional markets. By developing aggregation models and supporting compliance with quality standards, the \$1.5 million KWIHAZA Project aims to create economies of scale, generate decent jobs, and strengthen Rwanda's sustainable food systems.



Events and meetings

Kigali, 26th January 2026: NAEB's Chief Operations Officer, officially opened a two-day workshop bringing together women in the coffee sector under the theme *"Elevating Women in Rwanda's Coffee Sector: Inclusive approaches to meeting global sustainability and market requirements in the coffee sector."*

The workshop focused on strengthening women coffee producers' knowledge and capacity to meet international sustainability & market standards, as well as requirements to expand opportunities for market engagement and linkages for women coffee cooperatives in Rwanda.



To boost high-quality horticultural exports and revenues, NAEB, through Smart Food Value Chain Management Project, on 05th February 2026, conducted training for exporters and staff on Agricultural Products Safety and Quality Management, with a focus on hygiene practices and the HACCP-based approach.



Between 09th and 13th March 2026: NAEB conducted an intensive training for Tea Makers from all tea factories across the Country. This initiative was designed to calibrate skills, refine techniques and enhance Rwanda Tea quality to meet the highest global standards.

By equipping Tea Makers with advanced knowledge in tea processing, tasting and quality control, Rwanda continues to strengthen its position as a producer of premium teas sought after worldwide.



Upcoming events

Exhibition	Dates
World of coffee Brussels	25-27 June 2026





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