



National Agricultural Export  
Development Board

Quarterly Newsletter

QUARTER FOUR OF 2024-2025 Fiscal Year



**NAEB with partners inaugurated a new Laboratory  
to enhance Rwanda's agri-exports standards and market access**

## Foreword



Dear Readers,

Welcome to the 2024-2025 FY-Quarter Four Edition of our Newsletter; your window into Rwanda's thriving agricultural export sector and a reflection of the work we do at the National Agricultural Export Development Board (NAEB): *The Home of Rwanda Coffee, Rwanda Tea, and Rwanda Fresh.*

This edition offers a glimpse into the achievements and progress made between April and June 2025; a period that has been marked by renewed energy, strategic engagement, and significant gains across various value chains. From high-level participation in international exhibitions to quality enhancement initiatives, NAEB continues to drive Rwanda's visibility and competitiveness in global agri-export markets.

Our work contributes to the realization of Rwanda's National Strategy for Transformation (NST2), particularly in accelerating economic transformation through increased exports and value addition in agriculture. Likewise, our interventions align with Strategic Plan for Agriculture Transformation 5 (PSTA5). Behind every milestone captured in this newsletter lies the dedication of our farmers, exporters, partners, and staff; each playing a critical role in building a sustainable and prosperous future for Rwanda's agri-export sector.

I invite you to explore the stories and statistics in this edition, and I thank you for being part of our collective journey. As always, we remain committed to excellence, transparency, and delivering impact.

Stay informed. Stay inspired. Stay connected.

Enjoy reading!

**Claude BIZIMANA**  
**Chief Executive Officer**

# Inside

1

From Rwanda to the World:  
NAEB continues to expand Rwanda's agri-exports reach via global trade exhibitions.

2

NAEB with partners inaugurated a new Laboratory to enhance Rwanda's agri-exports standards and market access

3

NAEB fast-tracks fresh produce exports with new horticultural cargo scanner

4

It's bigger than before:  
The Best of Rwanda National Specialty Coffee Competition returns for its second edition.

5

Rwanda enhancing agro-exports smallholders' productivity and competitiveness through PSAC Project.

6

Rwanda to tackle postharvest losses through SFVCM Project.

7

NAEB refurbishes warehouses to boost quality of Rwanda's agri-exports.

8

Rwanda Tea continues to shine on global market.

9

Quarter Four (2024–2025 fiscal year) Rwandan agri-exports

10

Events and meetings

# FROM RWANDA TO THE WORLD: NAEB CONTINUES TO EXPAND RWANDA'S AGRI-EXPORTS REACH VIA GLOBAL TRADE EXHIBITIONS

## World of Coffee, Geneva-Switzerland

June 26-28, 2025; NAEB Staff with Coffee exporters attended the World of Coffee exhibition in 2025 in Geneva, Switzerland. This annual event, organized by the Specialty Coffee Association (SCA), brought together professionals from the global coffee community. From exhibition floors to cupping tables, Rwanda coffee gained widespread attention for its unique flavor profiles, traceability, and commitment to sustainable practices.

## Coffee Europe Expo, Poland

As the Honored Country at the Coffee Europe Expo 2025 held in Poland from May 27 to 29, Rwanda showcased premium coffee and tea to a world of new buyers, investors and enthusiasts. This was not just about taste; it was about trade, transformation and opportunity.

## Specialty Coffee Expo 2025 in Houston,

April 25-27, Rwanda Coffee made waves at the Specialty Coffee Expo 2025 in Houston, Texas and the aroma of excellence was unmistakable. From bold flavors to rich stories of origin, Rwanda proudly showcased what makes its beans truly world-class. Supported by #NAEB, coffee exporters engaged with buyers from around the world, exploring business partnerships and the participation in the Best of Rwanda 2025 Specialty Coffee Competition, where the finest coffees from the Land of a Thousand Hills are showcased.



# NAEB WITH PARTNERS INAUGURATED A NEW LABORATORY TO ENHANCE RWANDA'S AGRI-EXPORTS STANDARDS AND MARKET ACCESS



*A panoramic view of the newly inaugurated Specialized Export Quality Infrastructure*

Kigali, June 16, 2025; NAEB with Partners officially inaugurated a new Laboratory named the Specialized Export Quality Infrastructure (SEQI). This milestone marks a major step in Rwanda's journey to strengthen its testing capacity that will enhance competitiveness of Rwandan agricultural products in global markets by ensuring that they meet international quality standards.

The SEQI is a purpose-built facility designed not only to offer laboratory testing services but also to provide certification and compliance services. Its overarching goal is to ensure that Rwandan export products meet both international quality standards and specific market requirements. SEQI operates on key pillars—standards, metrology, testing, certification, and accreditation; which support conformity assessment processes essential for global market entry.

The Chief Executive Officer of NAEB, Claude Bizimana described the SEQI as a turning point in Rwanda's export journey. *"Today marks not just the opening of a state-of-the-art facility, but the launch of a new chapter in how Rwanda assures quality and earns trust in global markets."*

Beyond laboratory services, the SEQI plays a critical role in issuing export quality certificates following thorough product testing and analysis. It is a hub that will benefit farmers, processors, and exporters across value chains by ensuring the integrity and quality of Rwanda's agricultural products.

The Guest of Honour, Hon. Minister of Agriculture and Animal Resources, Dr. Mark Cyubahiro Bagabe, noted: *"This infrastructure came on time where Rwanda aims at enhancing the competitiveness of agricultural products on the international market where SEQI is expected to play a key role in assuring quality for the exported products. Investing in quality infrastructure promotes sustainable development by ensuring food safety, protecting the environment, and supporting long-term economic growth."*

*"As a country, we thank the European Union for both technical and financial support to upgrade this export quality infrastructure and as well as the acquisition of the testing equipment and technical assistance. Moving forward, NAEB has initiated the accreditation process for SEQI to demonstrate the laboratory's competence and adherence to international standards."* Noted Dr. Mark Cyubahiro Bagabe

With an investment of €3.4 million, SEQI is aligned with Rwanda’s long-term strategy to diversify exports, enhance foreign exchange earnings, and ensure sustainable agri-export growth. It is expected to significantly boost Rwanda’s ability to meet international buyer expectations, particularly in high-value markets.

For photos of the Event, click here. <https://www.flickr.com/photos/201173372@N02/albums/72177720326915862/>

## NAEB FAST-TRACKS FRESH PRODUCE EXPORTS WITH NEW HORTICULTURAL CARGO SCANNER



*Fresh produce ready for export.*

In a major stride towards boosting Rwanda’s agri-export sector performance, NAEB introduced a new horticultural cargo scanner in February 2025. This state-of-the-art technology is now streamlining the inspection process for horticultural shipments, significantly reducing export clearance time and accelerating the

The scanner enables faster, more accurate inspection of fruits and vegetables ensuring they meet international standards while maintaining their freshness. By cutting down processing delays at export points, the tool is not only enhancing Rwanda’s export efficiency but also strengthening the competitiveness of Rwandan horticultural products on the global stage.

*“This development represents a game-changer for the horticultural value chain. It ensures our exporters meet strict delivery windows and comply with global market requirements, while also improving traceability and inspection transparency.”* said the Chief Executive Officer of NAEB, Claude Bizimana.

As Rwanda continues to grow its reputation as a reliable source of high-quality fresh produce, the adoption of advanced technologies such as this scanner demonstrates the Country’s commitment to innovation, efficiency, and agricultural transformation.

With this progress, NAEB reaffirms its mission to empower farmers, serve exporters, and bring Rwandan produce to the world fresher and faster than ever before.



## IT'S BIGGER THAN BEFORE: THE BEST OF RWANDA SPECIALTY COFFEE COMPETITION RETURNS FOR ITS SECOND EDITION



*Cuppers at NAEB meticulously evaluating samples during the pre-selection phase*

The Best of Rwanda National Specialty Coffee Competition has officially kicked off its second edition, reaffirming the Nation's commitment to showcasing world-class coffee and empowering its producers

This year's competition unfolds through a series of key stages designed to identify and promote Rwanda's most exceptional beans; from farm to global market.

- June 2025:** Coffee samples were submitted by washing stations across the country.
- July 2025:** A rigorous preselection process and National Jury cupping sessions are underway to evaluate coffees based on quality, aroma, flavor profile, and cup uniqueness.
- August 2025:** The International Jury, comprising renowned global cuppers, will arrive in Rwanda to assess the best lots and select the winners, followed by a grand **Award Ceremony** celebrating the country's top producers.
- October 2025:** The journey will culminate in a **Live Auction**, offering international buyers the opportunity to bid on Rwanda's finest coffee.

At its core, the competition is about more than just great coffee; it's a platform that tells the story of Rwanda's rich coffee-growing heritage, the skill of its producers, and the potential of its specialty coffee to compete on the world stage.

*“The Best of Rwanda competition is a key driver in unlocking premium markets for our coffee farmers. It inspires quality improvement, enhances visibility for Rwandan coffees, and opens new doors for trade.”* said the Chief Executive Officer of NAEB, Claude Bizimana

As the stages unfold, all eyes will be on the beans that best reflect Rwanda's terroir, talent, and tenacity. From the highlands to the cupping table, this year's edition promises another exciting journey toward excellence.

**For the Best of Rwanda 2024 Award ceremony:** <https://www.naeb.gov.rw/1/updates/news-detail/best-of-rwanda-2024-celebrating-excellence-in-rwandan-coffee>

**For the Auction results:** <https://www.naeb.gov.rw/1/updates/news-detail/rwanda-coffee-sets-new-record-fetches-rwf100000-per-kilo-at-online-auction>

## RWANDA ENHANCING AGRO-EXPORTS SMALLHOLDERS' PRODUCTIVITY AND COMPETITIVENESS THROUGH PSAC PROJECT

Rwanda is strengthening its agricultural export sector by empowering smallholder farmers through the Promoting Smallholder Agro-export Competitiveness (PSAC) Project. This transformative initiative is implemented by the Ministry of Agriculture and Animal Resources (MINAGRI) through the National Agricultural Export Development Board (NAEB). Co-financed by the Government of Rwanda, the International Fund for Agricultural Development (IFAD), and the Government of Spain PSAC is designed to enhance the productivity and competitiveness of selected export-oriented value chains, with a focus on coffee, tea, and strategic horticultural commodities.



*Project beneficiary weeding coffee seedlings in Rusizi District*

By promoting climate-smart technologies, reducing post-harvest losses, developing essential infrastructure, and encouraging climate-resilient farming practices, the project is improving both the productivity and market readiness of smallholder farmers. It also strengthens market linkages, enhances quality control to meet international standards, and expands access to finance through a value chain approach.

As part of its interventions, PSAC targets the production of quality seedlings to support expanded plantations across key value chains. In coffee, the project aims to establish 4,132 hectares, including 3,050 hectares for coffee replacement and 1,082 hectares for rehabilitation. For tea, PSAC is supporting seedling production to cover 2,410 hectares, of which 1,780 hectares are designated for new expansion and 620 hectares for infilling existing plantations.

In the horticulture sector, the project plans to produce diverse seedlings to establish 1,700 hectares of plantations, comprising 800 hectares of avocado, 200 hectares of mango, 500 hectares of macadamia, and 200 hectares for essential oil crops.

Beyond productivity and market access, the project promotes inclusive development by empowering women and youth, supporting smallholder-sensitive policies, and building the capacity of cooperatives and farmer groups to improve their performance and sustainability. A key component of the project is job creation, particularly through large-scale seedling production across all value chains. This engagement not only generates income for involved women and youth, but also promotes sustainable agricultural practices that contribute to improved livelihoods for beneficiary

PSAC is currently implemented in fourteen districts across Rwanda. These include Nyamasheke, Rutsiro, Karongi, Nyabihu, and Rusizi in the Western Province; Huye, Nyaruguru, Nyamagabe, Nyanza, and Ruhango in the Southern Province; Rulindo and Musanze in the Northern Province; and Rwamagana and Bugesera in the Eastern Province.

*“The PSAC Project is driving sustainable growth in Rwanda’s agri-exports by empowering smallholder farmers to boost productivity and elevate export quality, thereby positioning Rwanda as a stronger competitor in global markets. The PSAC initiative is truly transformational for the agri-export sector”.* Said the Chief Executive Officer of NAEB, Claude Bizimana.

Through this initiative, Rwanda aims to build a more competitive, inclusive, and sustainable agro-export sector that transforms the lives of smallholder farmers and contributes to national economic growth.

For more details about PSAC Project, click here.

<https://www.naeb.gov.rw/spiu-projects/promoting-smallholder-agro-exportscompetitiveness-project>

## RWANDA TO TACKLE POSTHARVEST LOSSES THROUGH SMART FOOD VALUE CHAIN MANAGEMENT PROJECT



*An envisioned perspective of the National Post-Harvest Center upon completion*

The Government of Rwanda, in collaboration with the Government of the Republic of Korea, is implementing a transformative four-year Project titled the Smart Food Value Chain Management (SFVCM) project. Running from 2022 to 2026, the project is being executed in four key districts: Bugesera and Nyagatare in Eastern Province, Rubavu in West and Rulindo in Northern Province.

Led by the Korea International Cooperation Agency (KOICA) through its Project Management Consultant (PMC) on behalf of Korea, and the National Agricultural Export Development Board (NAEB) representing the Government of Rwanda, this partnership aims to significantly reduce postharvest losses; particularly for onions and chili, two high-value horticultural crops prone to wastage after harvest.

At the heart of the SFVCM project is a commitment to enhancing sustainability in Rwanda's horticulture sub-sector. This will be achieved through a combination of strategies that strengthen the entire value chain; from farm to market. Some Project's activities:

- **Introduce modern ICT solutions** to support better planning, traceability, and real-time market information.
- **Establish critical infrastructure**, including a state-of-the-art National Processing Center (NPC) at NAEB Headquarters in Kigali and four Local Postharvest Centers (LPCs) in the selected districts.
- **Add value through agro-processing**, reducing spoilage and extending shelf-life.

*“This partnership is a strong step towards resilient and sustainable agricultural value chains. By reducing postharvest loss and boosting value addition, we are empowering farmers and positioning Rwanda's horticultural exports for greater competitiveness on the global market.”* said the Chief Executive Officer of NAEB, Claude Bizimana.

The SFVCM project exemplifies the spirit of international cooperation and innovation, driving forward Rwanda's vision for modernized, efficient, and export-ready agriculture.

For more details about SFVCM Project, click here.

<https://www.naeb.gov.rw/spiu-projects/sfvcmp>

## NAEB REFURBISHES WAREHOUSES TO BOOST QUALITY OF RWANDA'S AGRI-EXPORTS



*A perspective view of the coffee sorting warehouse*

In a continued effort to strengthen Rwanda's agricultural exports sector, NAEB is undertaking the refurbishment of warehouses used in the handling and storage of export produce. This strategic move is aimed at enhancing the quality, safety, and competitiveness of Rwandan agri-exports on the global market.

Warehouses play a critical role in the postharvest value chain; ensuring that export commodities are stored under optimal conditions before shipment. The ongoing refurbishment works include improvements in:

- Temperature and humidity control systems
- Cleanliness and hygiene standards
- Product handling and sorting infrastructure

By upgrading these facilities, NAEB is aligning its operations with international quality assurance protocols, ensuring that products meet the expectations of buyers across global markets.

*"The refurbishment of our warehouses is a timely intervention to improve postharvest handling and reduce quality deterioration. It supports our mission of delivering premium Rwandan produce while maintaining traceability, safety, and consistency."* said the Chief Executive Officer of NAEB, Claude Bizimana.

This initiative also complements broader efforts to modernize Rwanda's agricultural value chains; supporting exporters, attracting investors, and positioning Rwanda as a **reliable supplier of high-quality agricultural goods**.

As global demand for Rwandan products grows, these warehouse improvements are a strong signal of the country's commitment to excellence and sustainable agri-export sector development.



## RWANDA TEA CONTINUES TO SHINE ON GLOBAL MARKET

Week after week, Rwanda Tea continues to outperform other teas, securing top premium prices at the Mombasa International Auction Center; proof that quality, sustainability, and Rwandan innovation go hand in hand.

Check out performance of June 2025:

Tea Factory	Grade	Price (\$)						
<b>Auction No. 22</b>								
Gisovu	BPI	4.76	PFI	3.17	PD	3.05	D1	–
Gatare		4.98		3.14		2.94		–
Kitabi		4.00		3.24		3.22		–
<b>Auction No. 23</b>								
Gatare		5.88		3.16		3.03		–
Rubaya		5.86		3.11		2.84		–
Kitabi		5.58		3.20		3.40		–
<b>Auction No. 24</b>								
Gatare		5.74		3.24		3.34		3.34
Kitabi		5.24		3.26		3.68		–
Gisovu		5.32		3.20		3.32		–
<b>Auction No. 25</b>								
Gisovu		5.44		3.26		3.10		–
Gatare		5.22		3.24		3.05		–
Nyabihu		4.51		3.10		–		–

## QUARTER 4-2024–2025 FISCAL YEAR RWANDAN AGRI-EXPORTS DATA AT A GLANCE

Rwanda's agri-exports continue upward momentum. In Quarter 4 (April–June 2025) of the 2024–2025 fiscal year, agri-exports performance showed strong growth, reflecting increased global demand and sustained quality. From tea and coffee to horticultural products, Rwanda is proving its value on the global market

	Tea	Coffee	Vegetables	Fruits	Flowers	Animal products	Diversified products
Quantity (Kgs)	12 055 689	4 809 808	17 311 950	10 775 011	176 339		
Revenues (USD)	31 923 657	27 689 141	15 541 085	5 827 605	802 364	43 030 438	104 889 383

## EVENTS AND MEETINGS



June 18–27, 2025; NAEB participated in the National AgriShow, where we showcased the innovations in premium Tea, Coffee, emerging export crops and impactful project initiatives aimed at advancing Rwanda’s agri-export sector.



June 13, 2025; NAEB joined the Ministry of Agriculture and Animal Resources, its affiliated institutions and development partners to remember and honour former staff members of Agriculture sector who are victims of the 1994 Genocide against the Tutsi.



May, 22nd, NAEB with partners under the ‘FIT for Fair Project,’ convened the first multi-stakeholder workshop as part of the European Union Due Diligence Working Group. The session focused on aligning Rwanda’s coffee sector with key EU market compliance frameworks such as European Union Deforestation Regulations and Corporate Sustainability Due Diligence Directive.

Launched in March 2025; ‘FIT for Fair Project’ aims to support the development of a National roadmap to ensure continued access to EU markets for Rwanda coffee.



May 19, 2025; NAEB with partners under the SFVCM Project convened a workshop to explore the digitalization of post-harvest processes for chili & onion value chains. They assessed how digital tools can reduce post-harvest losses, improve traceability & boost efficiency from farm to market.

This marks another step towards building a more resilient, data-driven agri-export sector, where crops are not only grown better but handled smarter.

## DID YOU KNOW?

Every year on 21st May, the world celebrates International Tea Day!

This special day recognizes the cultural, economic, and social importance of tea — one of the most beloved beverages worldwide and a vital source of income for millions of smallholder farmers.

From the hills of Rwanda to teacups across the globe, tea is more than a drink — it's a livelihood, a tradition, and a symbol of shared prosperity





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