



National Agricultural Export
Development Board

Quarterly Newsletter

Quarter One of 2025-2026 Fiscal Year



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the first of its
kind 'Africa
Coffee and Tea
Expo'

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unique coffees
through the second
edition of annual
Best of Rwanda
National Specialty
Coffee Competition



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Factory



Foreword



Dear Readers,

Welcome to the 2025-2026 Quarter One 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 July and September 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

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Officials pose for a group photo following the official opening of the Africa Coffee and Tea Expo

Kigali, Rwanda, July 07th to 08th, 2025 - Rwanda hosted Africa Coffee and Tea Expo 2025, a two-day landmark event that brought together more than 500 global players from the Coffee and Tea industries. The Expo, which took place at the Kigali Convention Centre, was convened under the theme: *“Africa Brewing for Prosperity.”*

This continental gathering served as a vibrant platform for farmers, exporters, investors, baristas, policymakers, and industry innovators to explore opportunities, forge partnerships, and showcase Africa’s rich and diverse coffee and tea offerings to the world.

The Chief Executive Officer of the National Agricultural Export Development Board (NAEB), Claude Bizimana, emphasized the long-term vision behind the expo:

“ACTEXPO25 is more than an exhibition, it’s a platform to connect Africa’s producers, buyers, and innovators, deepen market access, and drive bold ideas that empower farmers at the heart of the value chain.”

Exhibitions featured top-tier products and innovations from across the continent, while barista competitions, cupping sessions, and business matchmaking activities provided dynamic experiences for participants.

NAEB AWARDED 2025 RWANDA'S TOP UNIQUE COFFEES THROUGH THE SECOND EDITION OF ANNUAL BEST OF RWANDA NATIONAL SPECIALTY COFFEE COMPETITION



The CEO of NAEB awarding one of the winners of the Best of Rwanda 2025 competition

Kigali, Rwanda - August 13th, 2025; The National Agricultural Export Development Board (NAEB) awarded the winners of the 2025 second edition of annual Best of Rwanda National Specialty Coffee Competition, recognizing the country's 20 highest unique coffees in this year's prestigious annual event.

Best of Rwanda National Specialty Coffee Competition is designed to celebrate Rwanda coffee farmers, processors, and exporters; showcasing the country's exceptional coffee to international buyers; and boost its market value. This year, 316 coffee samples were submitted for competition from across the country. Of these, 50 advanced to the national jury after scoring at least **86.55%**. The top 20, each scoring above **87.49%**, will be sold to global buyers through an online auction set for **October 8, 2025**.

At the award ceremony held at Serena Hotel in Kigali, **K. Organics Company** emerged as the **first winner of the Competition**. Mr. Ignace NDAYAHUNDWA, a farmer from the Company located in Huye District of Southern Province said: *"Today, I share my immense pleasure with my fellow coffee farmers, the leadership of NAEB, and the local authorities who stand by us every day. Together, we will keep the momentum to boost both the quality and quantity of our coffee."*



The Chief Executive Officer of the National Agricultural Export Development Board (NAEB), Claude Bizimana, praised the dedication of Rwanda's coffee community: *"Each of the 20 top coffees is a testament to dedication, precision, and an unwavering commitment to excellence."*

In acknowledging this achievement, I wish to extend my heartfelt gratitude to all stakeholders, our hardworking farmers, washing station managers, exporters, technical teams, jurors, partners, and sponsors whose passion and commitment have made this competition possible."

The Permanent Secretary in the Ministry of Agriculture and Animal Resources, Dr. Olivier Kamana, as the Guest of Honor. Said *"Today, we gather not only to recognize the highest standards of coffee excellence, but to affirm Rwanda's commitment to quality, innovation, and market leadership in the specialty coffee world."*

Beyond the numbers, we saw tangible impacts of the Best of Rwanda Coffee National Specialty Coffee Competition including: increased incomes for our coffee farmers, greater international visibility for Rwanda coffee, and stronger trust from some of the most discerning buyers in the world."

The annual Best of Rwanda National Specialty Coffee Competition is organized by NAEB. The process begins with receiving coffee samples submitted by farmers, processors, and exporters from across the country.

National coffee cuppers, led by an International Head Judge, evaluate and select the coffees to advance to the national jury stage. Those passing this stage are then ranked, and the top coffees are declared winners.



RWANDA'S TOP 20 UNIQUE COFFEES IN 2025



**BEST OF RWANDA
SPECIALTY COFFEE**

TOP 20 BEST OF RWANDA SPECIALTY COFFEE COMPETITION 2025 WINNERS

NO.	EXPORTER'S NAME	COFFEE WASHING STATION	DISTRICT	PROCESSING TECHNIQUE
1	K ORGANICS	K ORGANICS	Huye	Anaerobic Natural
2	RWAMATAMU COFFEE	MBARE	Muhanga	Fully washed
3	KIVUBELT COFFEE	JARAMA	Nyamasheke	Natural
4	SIMBI COFFEE	KINAZI	Huye	Natural
5	TROPIC COFFEE	NYARUSIZA	Nyamagabe	Natural
6	MAHEMBE COFFEE	NYAGATARE	Nyamasheke	Anaerobic Natural
7	DUKUNDAKAWA MUSASA	MBILIMA	Gakenke	Honey
8	BAHO COFFEE	BWEYEYE	Rusizi	Natural
9	TROPIC COFFEE	KABYINIRO	Ngororero	Anaerobic Natural
10	TRAPRO COFFEE WASHING STATIONS	BWENDA MOUNTAIN COFFEE	Nyamagabe	Natural
11	TROPIC COFFEE	GISANGA	Ruhango	Anaerobic Natural
12	MUHONDO COFFEE	MUHONDO	Gakenke	Anaerobic Natural
13	YOUTH COFFEE CLUB	SHANGI	Nyamasheke	Natural
14	BAHO COFFEE	FUGI	Nyaruguru	Anaerobic Natural
15	RWANDA TRADING COMPANY	TUMBA	Rulindo	Fully washed
16	TWONGERE UMUSARURO WA KAWA	TUK	Kayanza	Fully washed
17	FIDELIS TRUST LTD	RUGARURA	Nyamasheke	Fully washed
18	TWONGEREKAWA COKO	TWONGEREKAWA COKO	Gakenke	Fully washed
19	KABILA COFFEE	RULINDO	Rulindo	Fully washed
20	RWACOF	NYAMYUMBA	Rubavu	Fully washed

#BestofRwandaCoffee • Website: naeb.gov.rw & bestofrwandacoffee.com • X: [RwandAgriExport](https://twitter.com/RwandAgriExport) • IG: [bestofrwanda2025](https://www.instagram.com/bestofrwanda2025)

PRESS RELEASE: RWANDA TO HOST THE 2ND EDITION OF THE BEST OF RWANDA SPECIALTY COFFEE GLOBAL AUCTION

The National Agricultural Export Development Board (NAEB) is pleased to announce that Rwanda successfully organized the **2nd Edition of the Best of Rwanda National Specialty Coffee Competition**.

This year's competition brought together international jurors from ten countries, who carefully evaluated the coffees through a rigorous cupping process. The panel was led by **Mrs. Sherri Johns, Global Coffee Specialist from the USA** who served as the Head Judge. Their expertise and dedication ensured that only the very best coffees were selected. Independent auditors ensured transparency of Competition.

As a result, **20 exceptional coffee lots** emerged as winners, each scoring an impressive **87.49%** up to 91.81%. These lots represent the pinnacle of Rwandan specialty coffee, showcasing the hard work and passion of our farmers and cooperatives.

The winning coffees will be auctioned in a **global online auction** scheduled for **08th October 2025**, through the official website: www.bestofrwandacoffee.com.

*"We warmly invite **global roasters, importers, and coffee enthusiasts** to take part in this exciting event by registering to bid and experiencing the unique flavors of Rwanda's finest coffees", Said Mr. Claude Bizimana, the Chief Executive Officer of NAEB*

Join the Auction

1. Visit www.bestofrwandacoffee.com
2. Register as a bidder
3. Preview all winning lots & request to purchase samples
4. Get ready to bid on 08th October 2025

This is the opportunity to taste, buy, and share in the pride of Rwanda's specialty coffee, crafted on the land of a thousand hills.

Don't miss out, join us and discover the **Best of the Best Coffees from Rwanda!**

NAEB, CEPAR AND ONE ACRE FUND-TUBURA SIGNED LANDMARK AGREEMENT TO EXPAND FERTILIZER ACCESS FOR COFFEE FARMERS



Officials append their signatures to the MoU

Kigali, Rwanda, July 09th, 2025 – The National Agricultural Export Development Board (NAEB), Coffee Exporters and Processors Association of Rwanda (CEPAR), and One Acre Fund-Tubura signed a Memorandum of Understanding (MoU), aimed at improving fertilizer access and streamlining service delivery to coffee farmers nationwide. The agreement marks a significant step towards Rwanda’s vision of improving the country’s economic development through a modernized and market-focused agriculture sector.

Starting with the 2026A season, all NPK 22-6-12+3S coffee fertilizer will be distributed to farmers by One Acre Fund-Tubura. Fertilizer will be made available to farmers beginning in early September 2025, ensuring sufficient time for proper field preparation and timely application.

This year’s fertilizer will be offered under a subsidized model. The price of fertilizers is Rwf 1,592 and coffee farmers will pay a reduced price of RWF 796 per kilogram, representing 50% of the total cost. The remaining 50% subsidy will be covered by NAEB and CEPAR.

It is important to note that no free fertilizer will be distributed under this arrangement. Farmers are therefore



Chairperson of CEPAR (L), CEO OF NAEB (M) and CEO OF OAF (R) after signing the MoU.

encouraged to plan ahead and engage with Coffee Washing Stations and One Acre Fund-Tubura field staff to ensure timely access to fertilizer. After the signing ceremony, Claude Bizimana, Chief Executive Officer of NAEB, said that: *“This joint approach reflects a long-term commitment to strengthening Rwanda’s coffee sector by supporting farmers’ access to quality inputs in an efficient and timely model. We encourage every coffee farmer to make the most of this opportunity to boost the quality and quantity of their coffee harvest, speeding up their prosperity.”*

On the other hand, Belinda Bwiza, Chief Executive Officer of One Acre Fund, said that: “This MoU signed by NAEB, CEPAR and One Acre Fund-Tubura serves as a strong example of what is possible when public institutions, private sector, and development partners unite behind a shared vision. Through early coordination, clear communication, and farmer-centric planning, this partnership lays the groundwork for the development of Rwanda’s Coffee Sector and a brighter future for farmers in general.”

FOSTERING RWANDA TEA BRAND TO THE WORLD STAGE: NEW SECTOR STRATEGY IN THE MAKING



Stakeholders in the Tea sector after the official opening of the kick-off workshop.

Kigali, September 16th 2025 – The National Agricultural Export Development Board (NAEB) convened key actors and partners in the tea value chain for the stakeholder kick-off workshop on the Rwanda Tea Sector Strategy. The event was officially opened by the Chief Executive Officer of NAEB, who emphasized the pivotal role of this strategy in driving the sector’s growth and global competitiveness.

“This Tea Strategy will foster sustainable growth, resilience, and global competitiveness for Rwanda Tea,” said Claude Bizimana, the Chief Executive Officer of NAEB.

He further noted that *“following the development of the Tea Strategy, NAEB will roll out tailored strategies for all agri-export value chains, a move aimed at boosting Rwanda’s overall export sector.”*

Tea remains one of Rwanda’s top-performing export commodities, generating nearly **USD 700 million** over the past seven years (2017–2024), underlining its significance in the country’s export portfolio.

The workshop marks the initial stage in developing the Tea Strategy, bringing together stakeholders to contribute to a framework that will guide the sector’s sustainable growth and competitive positioning in global markets.

RWANDA MARKS ANOTHER MILESTONE IN THE TEA SECTOR WITH THE INAUGURATION OF KIBEHO TEA FACTORY



Minister of Agriculture and Animal Resources (M), Governor of Southern Province (L) and the Chairman of Browns Investments Group at Global Level (R) cutting the ribbon

Rwanda made another significant step in advancing its tea industry with the inauguration of the new Kibeho Tea Factory in Nyaruguru District, Southern Province. The facility, equipped with state-of-the-art technology, was officially inaugurated on 11th September, 2025 by the Minister of Agriculture and Animal Resources, Dr. Mark Cyubahiro Bagabe, on behalf of His Excellency President Paul Kagame.

The new factory stands as a testament to Rwanda's commitment to transforming agriculture into a vibrant, export-driven sector that empowers farmers, attracts investments, and positions the country's premium tea on the global stage.

In his remarks, Minister Bagabe reaffirmed that the Kibeho Tea Factory reflects Rwanda's broader vision of modernizing agriculture and turning it into a true engine of economic growth.

"This factory, equipped with state-of-the-art technology, will deliver efficiency, quality jobs, and new opportunities for rural transformation. Most importantly, it brings sustainable incomes to thousands of smallholder farmers, thus improving livelihoods, education, and health for their families," he said.

The Minister expressed gratitude to all partners who contributed to making the project a reality, noting that the achievement is in line with the vision of H.E. President Paul Kagame to empower farmers and modernize agriculture.



Officials posing for a group photo after the grand opening of Kibeho Tea Factory.

Minister Bagabe emphasized that Kibeho Tea Factory is not an end in itself, but a foundation for greater opportunities.

“The Kibeho Tea Factory is not an end, but the beginning of greater opportunities for farmers, stronger contributions to our economy, and a brighter future for Rwanda Tea on the global market,” he added.

The factory is expected to benefit thousands of smallholder farmers in Nyaruguru district by providing a reliable market for green leaf tea and ensuring higher returns. Beyond improving household incomes, the project is also poised to contribute to Rwanda’s export revenues and further cement the country’s reputation as a producer of high-quality tea.



Kibeho Tea Factory.

DRIVING IMPACT: NAEB'S FIELD ENGAGEMENTS, EVENTS AND EXHIBITIONS



September 22nd 2025: Prime Minister Dr. Nsengiyumva visited the Mata Tea Company factory in Mata Sector, Nyaruguru District, to evaluate the progress of tea farming and value addition initiatives, aligned with the government's broader strategy to boost agricultural exports.



From September 24th–27th, 2025, Rwanda proudly showcased its unique coffee at the World Specialty Coffee Conference & Exhibition (SCAJ) in Japan.

Organized annually since 2005 by the Specialty Coffee Association of Japan, SCAJ is a premier B2B exhibition dedicated to specialty coffee. It stands as one of Asia's leading coffee events, bringing together producing countries and regions—including Central and South America, Africa, and Southeast Asia—alongside global industry players, equipment makers, and related products.



September 19th 2025: NAEB convened a meeting with stakeholders in the coffee sector to brainstorm strategies aimed at boosting Rwanda's coffee productivity and enhancing quality.



September 12th 2025, in Huye District, the Chief Executive Officer of NAEB held a meeting with Cash Crop Officers & Field Officers from #PSAC Project intervention areas in Southern Province to review the project's operations, address challenges & identify practical solutions to fast-track its implementation.



July 24th 2025; the Chief Executive Officer of NAEB conducted a working visit in Nyaruguru District of Southern Province. He held discussions with District's Officials and tea farmers from SCON Company, on how to boost tea productivity and premium quality.

As part of his visit the CEO visited Kibeho Tea Factory, where he toured the Factory and explored with its management, pathways to elevate tea quality and drive productivity.



July 17th 2025; a delegation from NAEB and KOICA conducted a dissemination workshop in Rubavu District on the assessment report of Local Post-Harvest Center (LPC) management models, conducted under the Smart Food Value Chain Management (SFVCM) project.

The workshop aimed to enhance the efficient functioning of LPCs, with particular emphasis on minimizing post-harvest losses of onions and chili.



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