



# QUARTERLY NEWSLETTER

OCTOBER-DECEMBER 2025

Rwanda coffee set new record, fetches \$88.18 per kilo at online auction

Rwanda unlocks new North African market opportunities at the inaugural Marrakech Coffee and Tea Festival

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NAEB drives Rwanda's agri-export sector growth with over 11 million seedlings planted in 2026 A season



Dear Esteemed Readers and Stakeholders,

Welcome to the National Agricultural Export Development Board (NAEB): The Home of Rwanda Coffee, Rwanda Tea, and Rwanda Fresh.

We are pleased to share our Newsletter for Quarter Two of the 2025–2026 Fiscal Year; your window into the continued growth of Rwanda’s agricultural export sector.

From quality and productivity enhancement initiatives, to the participation in international exhibitions for markets expansion, 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.

Thank you for staying connected with us, and we hope this edition offers a meaningful glimpse into the work unfolding across the NAEB.

Stay informed. Stay inspired. Stay connected.

Enjoy reading!

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



## RWANDA'S AGRI-EXPORT PERFORMANCE AT A GLANCE FOR THE 2024-2025 FISCAL YEAR

FISCAL YEAR	REVENUES GENERATED (USD)	INCREASE
2023-2024	839,212,099	6.43%
2024-2025	893,168,308	

## AGRI-EXPORT REVENUES BY COMMODITY

COMMODITY	REVENUES FROM EXPORTED COMMODITIES (USD)
Tea	110,991,737
Coffee	116,181,240
Refined Pyrethrum	7,445,846
Horticulture	86,088,331
Diversified agriculture and animal products	572,461,154
<b>Total revenues</b>	<b>893,168,308</b>





## Rwanda coffee set new record, fetching \$88.18 per kilo at online auction

Kigali, 8 October 2025, The National Agricultural Export Development Board (NAEB) announced the successful online auction of the Top 20 coffees from the second edition of the Best of Rwanda 2025 National Specialty Coffee Competition, achieving record-breaking prices. A standout lot from K-Organics Ltd, based in Huye District, Southern Province, sold for USD 88.18 per kilogram, nearly 14 times the average Rwanda coffee export price for the 2025 season.

Reacting to the milestone, Evariste Karangwa of K-Organics Ltd said, *"I am truly honored to have my coffee receive the highest bid. This achievement is a testament to the hard work and dedication we put into producing quality coffee. This recognition will allow me to invest in coffee farming activities, hence ensuring even higher quality coffee in the future and improve my community's livelihood through coffee."*

The auction featured coffees selected from 316 samples following three sensory evaluation stages conducted by national and international jurors. Commenting on the achievement, NAEB Chief Executive Officer Claude Bizimana stated, *"Today's achievement is a reminder of the potential we hold when we work together as a community; producers, exporters, and consumers; driving quality and sustainability. Each bid is not only a recognition of the best Rwandan coffee but also an investment in the future of our coffee sector. We express our gratitude to all international buyers who participated in the Best of Rwanda online auction, contributing to the global recognition of our premium coffee."*

Organized annually by NAEB and its partners, the Best of Rwanda National Specialty Coffee Competition continues to enhance visibility for smallholder farmers, expand access to international markets, and reinforce Rwanda's position as a leading producer of specialty coffee.



## NAEB drives Rwanda's agri-export sector growth with over 11 million seedlings planted in 2026 A season



NAEB CEO joined Rutsiro District leadership and security organs in tea expansion initiative

NAEB launched the 2026 A planting season for agri-export crops including tea, coffee, and horticulture across 13 districts where the PSAC Project, implemented by NAEB, operates. Through this flagship project, NAEB prepares and distributes high-quality seedlings to beneficiary farmers to boost production.

The official launch took place in Rutsiro District on 12 November 2025, where NAEB CEO Claude Bizimana joined district officials and residents to plant tea seedlings as part of the gap-filling activities in existing tea plantations. In this district, 2,310,000 tea seedlings will be planted on 150 hectares this season.

*“We urge all beneficiary farmers to properly manage the seedlings they receive so that these investments translate into higher yields and better-quality exports,”* Said Claude BIZIMANA, the Chief Executive Officer of NAEB.

Tea planting activities are also underway in five additional districts where PSAC Project is supporting the development of tea farming

Nyamasheke, Karongi, Nyabihu, Rulindo, and Nyaruguru where a total of 8 million seedlings will be planted in the 2026 A season. By 2029, when the project concludes, PSAC will have supported the planting of 40 million tea seedlings across 2,410 hectares.

The launch also marked the start of planting 2,902,145 coffee seedlings across six districts—Nyamasheke, Karongi, Rusizi, Nyamagabe, Huye, and Nyaruguru—as part of the national program to replace old coffee trees (over 30 years old). This year, coffee replacement will cover 1,043 hectares, with a long-term target of planting 9 million seedlings on 3,050 hectares by 2029, along with the rehabilitation of an additional 1,082 hectares of old coffee trees.

Under the PSAC Project, horticultural planting has also begun in seven districts—Rwamagana, Bugesera, Nyanza, Huye, Rusizi, Karongi, and Rutsiro. In total, farmers received and are planting 150,000 avocado seedlings, 45,000 mango seedlings, and 10,000 macadamia seedlings during this season.

A Tea farmer in Rutsiro District of Western welcomed the initiative, noting its economic significance:

*“These seedlings come as a major boost for our communities. They will increase productivity and help farmers secure better incomes in the coming years,”* Bitonda Boniface remarked during the launch.

NAEB CEO urged farmers who received seedlings to ensure their proper management and care so that they yield the expected

quantity and quality produce, and pledged NAEB’s continued support through technical guidance, provision of agricultural inputs, and advocacy where needed to ensure that this transformational initiative achieves its intended objectives.

This large-scale seedling production, led by PSAC-supported women and youth, along with the free distribution and planting efforts, is expected to significantly boost Rwanda’s future export volumes and improve the livelihoods of smallholder farmers across districts where PSAC Project intervenes.

## Rwanda unlocks new North African market opportunities at the inaugural Marrakech Coffee and Tea Festival



NAEB CEO (second left) and HE Ambassador of Rwanda to Morocco (second right) with exhibitors at the Marrakesh Coffee and Tea Festival 2025

Rwanda was honoured to participate as the Guest Country at the inaugural Marrakech Coffee & Tea Festival, run from 06 to 08 December 2025. The ceremony marked the beginning of a significant platform for deepening commercial ties and expanding Rwanda’s agricultural export footprint.



With support from the National Agricultural Export Development Board (NAEB), the Rwanda Development Board (RDB), the Private Sector Federation (PSF), and the Embassy of Rwanda in Morocco, sixteen (16) Rwandan exporters showcased the country's finest coffee and tea.

### **Showcasing excellence, consistency and farmer-centred production**

Rwanda's specialty profile was highlighted throughout the festival. *"Rwanda is internationally recognized for producing some of the finest Arabica Bourbon coffees, grown at high altitudes and known for their sweetness, bright acidity, and exceptional body."* Said Claude BIZIMANA, the Chief Executive Officer of NAEB.

Rwanda's coffee sector is sustained by around 400,000 farmers, each tending an average of 300 trees. Together, they produce 330,000–380,000 bags annually, equivalent to 20,000–23,000 metric tons.

To meet the needs of speciality buyers, Rwanda has diversified its processing methods, offering fully washed, honey, natural, and increasingly anaerobic coffees. These innovations have strengthened Rwanda's competitiveness in premium markets.

Bizimana added that Rwanda's tea sector remains equally strong, producing high-grade CTC, orthodox teas, and growing volumes of green tea. *"Rwandan tea ranks among the best in international auctions, and we are eager to bring more of it to the Moroccan market, where quality is highly valued,"* he noted.

### **Unlocking opportunities in the North African market**

The festival offered a strategic platform for Rwandan exporters to engage in B2B discussions, establish distribution partnerships,

and explore investment opportunities. Morocco's dynamic hospitality and retail sector provides a natural entry point to the wider North African region, where demand for high-quality coffee and tea continues to rise.

As the guest country of honour, Rwanda has a platform to deepen partnerships, attract buyers, and negotiate export and processing deals. Visitors can access traceable micro-lots and products tailored for international markets. Morocco, with its growing demand for fine coffee and tea, is a strategic market for Rwanda.

Rwanda's presence at the Marrakech Coffee & Tea Festival also underscored East Africa's emergence as a leading source of premium specialty beverages, driven by quality, innovation, and sustainability.

NAEB remains committed to supporting exporters, strengthening market linkages, and advancing Rwanda's position as a trusted supplier of premium coffee and tea to regional and global markets.



## NAEB urges avocado value chain actors to comply with export instructions



The National Agricultural Export Development Board (NAEB) conducted a nationwide awareness campaign aimed at strengthening compliance with Rwanda's official export instructions for avocados. The initiative sought to ensure that all actors along the value chain; including producers, cooperatives, aggregators, transporters, and exporters adhere to the required quality, handling, and traceability standards that govern the export of fresh horticultural produce.

The campaign came at a time when global demand for high-quality, sustainably produced avocados continues to grow, positioning Rwanda as an increasingly competitive supplier. To fully harness this opportunity, NAEB underscored that compliance with **export regulations** is a non-negotiable prerequisite for maintaining Rwanda's reputation in international markets, reducing post-harvest losses, and boosting the country's horticultural export earnings.

*"Ensuring full compliance with export instructions is fundamental for Rwanda's competitiveness in global markets. This campaign has helped our producers and exporters understand the standards required to consistently deliver premium-quality avocados. Strengthening compliance protects our national brand and expands opportunities for value creation across the horticulture sector."* Said Claude BIZIMANA, the Chief Executive Officer of NAEB.

The campaign prioritized practical guidance on proper harvesting timelines, grading, packaging, cold-chain management, transportation requirements, and documentation procedures.

This campaign forms part of NAEB's broader effort to enhance the competitiveness of Rwanda's horticulture sector by promoting quality, traceability, and compliance with international export protocols. By reinforcing adherence to the export instructions, NAEB aims to support producers and exporters in achieving premium market access, improving earnings, and sustaining Rwanda's growing presence in global horticultural value chains.



## National and Local Post-harvest Centers reach 75% completion under Smart Food Value Chain Management Project



National Post-harvest center being developed at NAEB's Head Office is nearly completion

The construction progress for the National Post-harvest Center (NPC) and four Local Post-harvest Centers (LPCs) being developed under the Smart Food Value Chain Management (SFVCM) Project has reached 75 percent. This marks a major implementation milestone in the country's efforts to reduce postharvest losses and strengthen value addition for high-value horticultural crops.

Implemented from 2022 to 2026, the SFVCM Project is a partnership between the Government of Rwanda and the Government of the Republic of Korea. The project is jointly executed by the Korea International Cooperation Agency (KOICA), through its Project Management Consultant (PMC), and the National Agricultural Export Development Board (NAEB). Activities are taking place in four districts—Bugesera, Nyagatare, Rubavu, and Rulindo—selected for their chili and onion production potential and post-harvest handling needs.

The National Processing Center located at NAEB Headquarters in Kigali and the district-based LPCs are designed to provide modern infrastructure for sorting, grading, drying, storage,

and processing. Once fully operational, these centers will significantly reduce postharvest losses for onions, chili while improving quality and shelf-life for both domestic and export markets.

According to Claude BIZIMANA, the Chief Executive Officer of NAEB, this achievement reflects strong commitment and effective collaboration between Rwanda and Korea. *“This reaffirms the momentum of the Smart Food Value Chain Management Project and the importance of investing in modern post-harvest systems. These centers will enhance value addition, improve farmer incomes, and strengthen Rwanda's competitiveness across horticultural value chains,”* he said.

In addition to infrastructure development, the project is introducing ICT-based traceability solutions, real-time market information systems, and capacity-building interventions to support farmers, cooperatives, and processors. These components are designed to reinforce the sustainability and efficiency of Rwanda's horticulture sector from production to market.



## NAEB's warehouses refurbishment reaches 90% completion to strengthen Rwanda's agri-exports quality

The refurbishment works for warehouses used in the handling and storage of Rwanda's agricultural exports reached 90 percent completion. This upgrade is part of ongoing efforts to enhance the quality, safety, and competitiveness of Rwandan agri-exports.

Warehouses are a critical component of the postharvest value chain, ensuring that commodities are kept under optimal conditions before shipment. The refurbishment process focuses on improving core elements that directly influence product quality, including Temperature and humidity control systems, Cleanliness and hygiene standards, Product handling and sorting infrastructure.

Through these improvements, NAEB is aligning its storage and handling operations with international quality assurance protocols. The upgraded facilities will help ensure that export products consistently meet the expectations of buyers in high-value markets.

Commenting on the progress, Claude BIZIMANA, the Chief Executive Officer of NAEB stated: *"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."*

This initiative complements broader national efforts to modernize agricultural value chains, support exporters, attract investment, and position Rwanda as a reliable supplier of high-quality agricultural products.



Coffee sorting warehouse at NAEB is set to elevate export quality.



## Exhibitions, events and meetings

The CEO of NAEB took part in the 30th Think-Tank Session held in Brazzaville from 4–5 December 2025, where Rwanda was featured as the Guest Country. As a keynote speaker, he shared insights on Rwanda's home-grown solutions, continental market opportunities, and the advancement of regional integration.

He also joined the Congo Minister of SMEs, the Minister of Economy, Planning & Regional Integration, and former French Minister Ms. Nora Berra in an institutional session on why local content is a strategic priority for Africa, discussing what to do, how to do it, and with whom, as a strategy to strengthen cooperation between African countries.



October 07<sup>th</sup>: NAEB's Chief Operations Officer led the handover of Flower Tissue Culture Laboratory to NAEB. She appreciated all partners who contributed to this milestone, which is a major step in boosting Rwanda's Floriculture productivity & expanding global flower market.

This laboratory will enable the domestic production of high-quality, pest & disease-free gentian seedlings through tissue culture technology, helping Rwanda to meet global market standards and create new opportunities for export diversification and agricultural industrialization.



October 2025: NAEB's Chief Finance Officer conducted field visits to the Smart Food Value Chain Management and Kwihaza Projects' activities in Rubavu, Rulindi, Nyagatare, Rwamagana, and Bugesera Districts. The visits aimed to assess implementation progress, identify challenges, provide practical recommendations to enhance the efficiency, sustainability, and impact of the interventions, ultimately enhancing the quality by reducing post-harvest losses and increase the revenue potential of Rwanda's horticultural products.



From December 11<sup>th</sup> to 12<sup>th</sup>, NAEB conducted a two-day capacity-building training to tea plantations and cooperatives managers from all tea factories across the country. The training focuses on enhancing quality standards, and improving productivity across Rwanda tea value chain.

This initiative reaffirms NAEB's commitment to supporting a competitive, sustainable, and high-quality tea industry.



November 14<sup>th</sup>: NAEB, through Kwihaiza Project concluded training on market-led production, marketing, market access, and linkages for 430 participants from cooperatives, SMEs, and individual farmers engaged in avocado, tomato, onion, and passion fruit value chains across 13 districts.

The training strengthened participants' skills in production planning, market-oriented decision-making, and building market linkages, which is expected to lead to reduced post-harvest losses, improved market access, and increased income.

Kwihaiza Project aims to strengthen the competitiveness of horticulture cooperatives and SMEs through enhanced post-harvest management and market access.



November 08<sup>th</sup>, NAEB hosted partners and stakeholders for a cocktail reception celebrating the 'Best of Rwanda Specialty Coffee 2025' success which culminated in Rwandan coffee fetching a record USD 88.18/kg in an online auction!

The event aimed to reflect on ways to strengthen Best of Rwanda partnerships and strategies to further enhance Rwanda Coffee's quality and quantity, ensuring it continues to shine on the global market.



November 05<sup>th</sup>, NAEB's CEO chaired a consultative meeting with the IFAD Support Mission, led by Country Director, to review the progress of PSAC Project implemented by NAEB under the financing of the Government of Rwanda and IFAD.

The meeting focused on Access to Finance, one of the project's key pillars, through which nearly RWF 3 Billion in matching grants will be disbursed to eligible grantees.

This initiative will enable smallholder farmers, cooperatives, and exporters in tea, coffee, and horticulture value chains to access tailored financial support to invest in climate-smart agriculture, increase productivity, improve livelihoods, and significantly boost Rwanda's agri-exports.

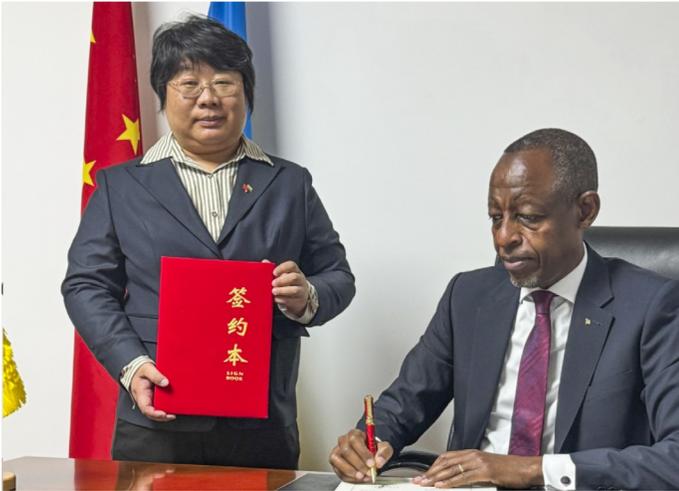
November 07<sup>th</sup>: NAEB partnered with the Rwanda Journalists Association (ARJ) in the Development Journalism Awards. NAEB's CEO presented the Agri-Business Reporting Award to the winner in this category and commended journalists for their critical role in raising awareness and sharing knowledge that empowers citizens, particularly agri-export-oriented farmers.

October 15<sup>th</sup>: NAEB through PSAC Project, kicked off a two-day learning visit for horticultural extension and coordination teams involved in project interventions from Rwamagana, Bugesera, Nyanza, Huye, and Rusizi Districts. The teams visited avocado and mango orchards in Kayonza District, managed by the KOTWIDIKA Cooperative, where participants are engaging in hands-on sessions and practical learning activities.

The visit aimed to enhance participants' technical capacity and practical skills in avocado and mango orchard management while fostering knowledge exchange, collaboration, and alignment with PSAC's goal of improving productivity, quality, and sustainability in Rwanda's horticultural exports.



## NAEB and Rwanda's agri-exports key featured media highlights



New deal opens Chinese market to Rwandan avocados

[Click here](#) to read the full story



Why online auction for Rwanda's best coffee matters

[Click here](#) to read the full story



Icyayi kizaba cyinjiriza u Rwanda miliyoni 164\$ mu 2029

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How Rwanda's coffee exports surged to nearly \$120m in 2024/25

[Click here](#) to read the full story





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