

THE PSAC INSIGHTS

JULY-SEPTEMBER 2025

THE QUARTERLY NEWSLETTER OF PSAC PROJECT IMPLEMENTED BY NAEB

www.naeb.gov.rw

Empowering Rwanda's Smallholder Farmers for Agro-Export Competitiveness

PSAC Project's achievements against targets, since official launch in March 2024

COFFEE REPLACEMENT & REHABILITATION

Coffee Seedlings Production for Replacement | Target: 9,000,000 | Produced: 4,316,474

Coffee rehabilitation & maintenance | Target: 1,082 Ha | Achieved: 220 Ha

TEA SEEDLING PRODUCTION (EXPANSION & INFILLING)

Seedlings ready for planting (Nov 2025) | 8,538,000 on 520 Ha

Total six-year target: 39,870,600 seedlings on 1,790 Ha

AVOCADO SEEDLING PRODUCTION & PLANTING

Seedlings produced and planted | 29,130 on 97 Ha

Cumulative seedlings (produced + under production for Nov 2025) | 181,215

Six-year target: 276,000 seedlings on 800 Ha

MANGO SEEDLING PRODUCTION & PLANTING

Seedlings produced and planted | 4,579 on 15 Ha

Cumulative seedlings (produced + under production for Nov 2025) | 50,252

Six-year target: 69,000 seedlings on 200 Ha

PATCHOULI SEEDLING PRODUCTION & PLANTING

Seedlings produced and planted | 257,842 on 9.2 Ha

Six-year target: 5,600,000 seedlings on 200 Ha



INSIDE NEWSLETTER:

PSAC GROWING MOMENTUM: 11 MILLION MORE COFFEE, TEA, AND HORTICULTURAL SEEDLINGS SET FOR NOVEMBER PLANTING

PG:3



NAEB CEO STRENGTHENS PSAC SUPPORT TO BOOST TEA PRODUCTION IN NYARUGURU

PG:5



IMPLEMENTING PARTNERS IN ACTION: HEIFER INTERNATIONAL SUPPORTED HORTICULTURAL FARMERS WITH KEY AGRO-INPUTS TO BOOST PRODUCTIVITY AND EXPORTS

PG:8



CONTENTS

PSAC growing momentum: 11 million more Coffee, Tea, and Horticultural seedlings set for November planting	3
Empowering Community Groups: Horticultural seedling producers trained in nursery management	4
NAEB CEO Strengthens PSAC Support to Boost Tea Production in Nyaruguru	5
NAEB CEO reviewed PSAC implementation with Field Teams in Southern Province	5
Boosting Coffee Rejuvenation: PSAC Deployed 116 Technical Assistants to strengthen rejuvenation of Coffee plantations in six districts	6
Boosting Coffee Rejuvenation: PSAC has provided over Rwf 200 million to support farmers replacing old coffee trees	7
Implementing partners in action: Heifer International supported horticultural farmers with key Agro-inputs to boost productivity and exports	8
Implementing partners in action: Cordaid empowered youth with agricultural equipment maintenance skills under PSAC	9
Grievance Redress Mechanisms established across PSAC intervention areas to enhance transparency and strengthen conflict resolution	10
Success Story: Rooted in PSAC, growing into sustainability:	11

CONTRIBUTORS: PSAC Staff

LEAD EDITOR: KM & Communication Specialist
theoneste.nisingizwe@naeb.gov.rw

Promoting Smallholder Agro-export Competitiveness Project (PSAC), is a 6-year Government of Rwanda project, implemented by NAEB. Funded by the International Fund for Agricultural Development (IFAD) and the Government of Spain, the overall goal of PSAC is to increase incomes of the rural poor, supporting inclusive and sustainable agri-exports' value chains such as Coffee, Tea, Horticulture. PSAC was officially launched in March 2024.

- For more information on PSAC Project, [click here](#)
- Check out key activity highlights of PSAC Project via [this link](#)

PSAC GROWING MOMENTUM: 11 million more Coffee, Tea, and Horticultural seedlings set for November planting



The PSAC field team assessed the mango seedlings scheduled for planting in November 2025 and found them to be of promising quality.”

The preparation for the 2026 A planting season is progressing well, with efforts now focused on the final stages of seedling production, ahead of the planting scheduled for November 2025.

These activities are being carried out by women’s and youth groups across the districts where the PSAC Project operates. Farmers intending to plant seedlings are continuing to register and prepare their land. In November 2025, over 11 million seedlings are expected

to be planted.

Coffee: Among these seedlings, three million coffee plants will be provided to farmers to replace old trees over 30 years old, aiming to improve both yield and quality. In addition to removing old trees, coffee farmers are also pruning trees older than seven years to stimulate healthy regrowth and increase productivity.

Tea: About eight million tea seedlings will also be planted. These seedlings are in their final preparation stages

and are being carefully tended to ensure they are ready for planting in November 2025. The farmers who will receive them have already prepared their fields.

Fruits: Preparations are underway for 45,000 mango seedlings and 150,000 avocado seedlings. All these seedlings are now ready for the November 2025 planting season, and the farmers set to receive them are fully prepared for planting.

EMPOWERING COMMUNITY GROUPS:

Horticultural seedling producers trained in nursery management



Community group representatives from across PSAC intervention areas acquiring skills in horticultural seedling production.

The large-scale production and distribution of coffee, tea, and horticultural seedlings to beneficiary farmers is one of the main activities driving PSAC's goal of empowering smallholder farmers and improving their productivity and competitiveness. These seedlings are produced by organized community groups made up mainly of women and youth, who play a key role in this initiative.

Acknowledging the need to enhance technical capacity, PSAC conducted a training session on horticultural seedling production and nursery management, given that horticultural nurseries are more demanding and require careful handling and skilled management.

The training brought together 44 representatives from community groups, five District Cash Crop Officers, and four Field Officers from five horticulture-focused districts within the PSAC Project. Among the 53 participants, 32 were women, 21 were men, and 17 were youth, underscoring the project's strong emphasis on gender balance and social inclusion. The session was facilitated by Master Trainers from the Horticulture Centre of Excellence (HCoE) who introduced to participants topics essential for successful seedling production and nursery management. These included the production of

A total of 53 participants from five districts attended

avocado and mango seedlings, identification and management of major pests and diseases, safe and effective use of insecticides and fungicides, nursery establishment and management techniques, grafting and budding practices, technical specifications for producing quality seedlings, and estimation of nursery raising costs. By covering both practical and technical aspects, the training provided participants with a comprehensive understanding of the entire seedling production process, from establishment to maintenance, equipping them with the knowledge and skills needed to enhance seedling quality and boost horticultural productivity.

NAEB CEO Strengthens PSAC Support to Boost Tea Production in Nyaruguru

NAEB CEO Claude Bizimana recently visited tea farmers in Munini Sector, Nyaruguru District, to engage them on the PSAC Project's interventions aimed at enhancing tea productivity and competitiveness.

The field visit, conducted alongside District officials led by Mayor Dr. Emmanuel Murwanashyaka, raised awareness on the expansion of tea cultivation and improved production practices, while showcasing PSAC's continued support to smallholder farmers.

During the meeting, CEO Bizimana emphasized the vital role of tea farming in driving the local economy and announced that, through the PSAC Project, 1,232,000 high-quality tea seedlings have been prepared for distribution to members of the COOTHEMUKI cooperative, one of the largest and most active farmer



NAEB CEO Claude Bizimana addressing Tea farmers in Nyaruguru District

cooperatives in the region.

He required farmers to properly prepare their fields by pruning, weeding, and rehabilitating existing tea plantations, before receiving the seedlings. He further called on them to diligently care for the new plants to

ensure optimal establishment, growth, and long-term productivity.

Expressing their gratitude, farmers pledged to adopt the recommended practices and maximize the benefits of PSAC's support by properly managing the seedlings.

NAEB CEO reviewed PSAC implementation with Field Teams in Southern Province



NAEB CEO Claude Bizimana (right) and Huye Vice Mayor in charge of Economic Development André Kamana (left) engaging with PSAC Field Officers and District Cash Crop Officer

In Huye District, NAEB CEO, Claude Bizimana, held a meeting with Cash Crop Officers and Field Officers from PSAC Project intervention areas in Rwanda's Southern Province to review the project's operations, address emerging challenges, and identify practical solutions to accelerate implementation.

The meeting, held at the Huye

District Headquarters, included the Vice Mayor in charge of Economic Development, Andre Kamana, and provided a platform for constructive dialogue between project teams and local authorities.

Discussions focused on the progress achieved across different districts, highlighting both successes and areas requiring improvement. Field and Cash

Crop Officers shared the challenges they faced on the ground and outlined the support needed from District authorities and NAEB Management.

Together, the teams devised strategies to address these challenges, ensuring that PSAC's activities continue to be efficiently implemented and that the project's objectives are fully realized in the Southern Province.



Technical Assistants in Karongi District posing for a photo following an induction meeting.

BOOSTING COFFEE REJUVENATION: PSAC Deployed 116 Technical Assistants to strengthen rejuvenation of Coffee plantations in six districts

PPSAC has recruited and deployed 116 Proximity Extension Technical Assistants (TAs) across six districts; Ruhango, Huye, Nyamagabe, Rusizi, Nyamasheke, and Karongi, where coffee rejuvenation intervention is implemented.

Deployed in 58 target sectors, with two TAs per sector, the TAs have started their duties and are now actively supporting the rehabilitation and replacement of old coffee plantations, ensuring that farmers are adopting PSAC's rejuvenation interventions according to project plans and targets.

Among their key daily activities, the TAs mobilize coffee farmers, guide them in uprooting old coffee trees and rehabilitation, and support the application of good husbandry practices, providing hands-on demonstrations and technical advice at the farm level. They will also participate in selecting and training lead farmers and FFS groups, establish model farms, and organize training sessions and field days. The TAs generally coordinate community awareness campaigns, working with lead farmers, cooperatives, and partners to mobilize farmer participation. Throughout the project's lifespan, they will contribute to sustained adoption of coffee rejuvenation practices, increased productivity, and strengthened export-oriented growth.

**116 TAs
deployed in
58 Sectors
across
6 Districts**

BOOSTING COFFEE REJUVENATION: PSAC has provided over Rwf 200 million to support farmers replacing old coffee trees

In a strategic effort to enhance coffee productivity and improve the quality of produce, the PSAC Project has so far provided Rwf 200,559,150 to support smallholder farmers in rejuvenating aging coffee trees. This initiative is part of PSAC's core mission to strengthen Rwanda's coffee sector by enhancing the productivity and competitiveness of coffee farmers across its intervention areas.

The financial support is specifically designed to assist farmers with the labor-intensive task of uprooting old coffee trees, which is a challenging but essential part of coffee rejuvenation. To date, this support has benefited 3,656 farmers across the six districts where the initiative is being implemented: Ruhango, Huye, and Nyamagabe in the

Southern Province, and Rusizi, Nyamasheke, and Karongi in the Western Province.

The coffee rejuvenation initiative focuses on both replacement and rehabilitation. Trees over 30 years old are uprooted and replaced with high-quality seedlings, while trees aged seven years and above are pruned to stimulate fresh and healthy growth.

Successful coffee rejuvenation requires careful preparation, including uprooting old trees, preparing planting holes, planting new seedlings according to best agronomic practices, and carrying out regular maintenance to ensure healthy growth.

**A total of
3,656 farmers
have received
financial incentives
for uprooting old
coffee trees**

Over the lifespan of the project, PSAC aims to replace 3,050 hectares of old coffee trees and rehabilitate 1,082 hectares of trees aged seven years and above. This effort is expected to significantly boost coffee yields and improve the livelihoods of farmers in the targeted districts. Through this intervention, PSAC underscores its commitment to sustainable coffee production and the long-term development of Rwanda's coffee sector, reinforcing the country's position as a key player in the global coffee market.



Preparing for a fresh start - A coffee farm with old trees uprooted ready for new seedlings to be planted in November 2025.

IMPLEMENTING PARTNERS IN ACTION:

Heifer International supported horticultural farmers with key Agro-inputs to boost productivity and exports



Beneficiary horticultural farmers received essential agro-inputs to enhance productivity and improve the quality of their produce.

Heifer International Rwanda, under the PSAC Project, supported farmer groups and cooperatives in Bugesera, Musanze, Nyamagabe, and Nyamasheke districts with essential agro-inputs valued at 45,500,480 RWF, to enhance productivity, quality, and market competitiveness in high-value horticultural value chains.

In total, 532 farmers from 14 groups and cooperatives benefited from improved vegetable seeds, organic and inorganic fertilizers, and crop protection products tailored to their production plans.

The distribution aimed to ensure

timely access to quality seeds, fertilizers, and crop protection products for Season A; improve consistency and production volumes for targeted value chains—French beans, chili, onions, tomatoes, and carrots; and strengthen smallholder farmers' participation in commercial horticulture.

The distributed inputs included improved seeds of the mentioned vegetables, crop protection products for pest and disease management, and inorganic fertilizers such as DAP, Urea, KCL, and NPK to boost soil fertility and yields. Farmers also received organic fertilizers to improve soil structure

and long-term sustainability.

This support is expected to increase yields, enhance product quality, and build farmers' capacity to meet domestic and export market standards. The inputs will be used collectively on consolidated land managed by farmer groups and cooperatives, promoting efficiency and economies of scale.

**532 farmers
from 14 groups
and cooperatives
benefited from
agro-inputs**



Beneficiary youth acquiring hands-on skills in repairing and maintaining agricultural tools.

IMPLEMENTING PARTNERS IN ACTION: Cordaid empowered youth with agricultural equipment maintenance skills under PSAC

As part of its efforts to promote youth employment and boost agricultural productivity, Cordaid International, through the PSAC Project, has provided young people with essential skills in agricultural equipment maintenance. The training benefited 140 youth across 14 districts within the PSAC Project's intervention areas, with 10 youth trained in each district.

The training, conducted in July 2025, provided participants with hands-on skills in maintaining and repairing agricultural tools such as irrigation pumps and spraying machines. It aims to establish a sustainable, fee-based service model where trained youth offer affordable and reliable maintenance services to farmers while creating jobs and income opportunities for themselves.

Ruhango District is one of the areas where this training has been particularly impactful, as youth have already begun applying their skills to help farmers reduce equipment downtime, lower repair costs, and boost productivity. By bringing technical services closer to rural communities, the initiative has significantly eased the burden farmers once faced when their machinery broke down and repairs could only be found in distant towns.

The training has also transformed the way young people perceive agriculture. What was once viewed mainly as a sector for landowners is now seen as a space full of entrepreneurial opportunities. Many trained youths are forming small business groups to provide agricultural equipment repair services within Ruhango and neighboring districts such as Nyanza

and Huye.

One trainee, Kwizera Jean Denys, shared how the program has reshaped his outlook. "Before this training, farmers had to depend on technicians from Kigali, which was costly and time-consuming," he said. "Now we can offer quick, affordable services within our community, helping farmers while also earning a living."

Through this initiative, Cordaid via PSAC is demonstrating how practical skills development can drive youth empowerment, employment creation, and agricultural transformation. The young technicians of Ruhango are emerging as a new generation of entrepreneurs in agriculture, supporting farmers, improving productivity, and contributing to the sustainability of Rwanda's agro-export sector.



Establishment of the Grievance Redress Mechanisms (GRM) Committees in Karongi District

Grievance Redress Mechanisms established across PSAC intervention areas to enhance transparency and strengthen conflict resolution

To ensure transparency and effective implementation of the PSAC Project, Grievance Redress Mechanism (GRM) Committees have been established across the intervention districts. To date, GRM Committees have been formed in 10 out of 14 districts: Nyamasheke, Rusizi, Karongi, Rutsiro, Nyabihu, Rulindo, Rwamagana, Bugesera, Nyanza, and Nyaruguru, while the establishment process in the remaining districts is underway.

Each committee, composed of five members; the President, Vice President, Secretary, a representative from the local government, and a representative from the project, serves as a formal platform for communities within PSAC intervention areas to raise concerns, complaints, or feedback related to project activities. By proactively addressing these issues, the GRM

Committees help prevent conflicts, foster inclusivity, and enhance accountability in project implementation. Their diverse composition ensures the representation of men, women, and youth, reflecting PSAC's strong commitment to community participation and equitable engagement.

The committees are responsible for receiving, recording, classifying, and investigating grievances, developing fair resolution options, and providing timely feedback to complainants. They also monitor and document complaints to improve project operations, promote transparency, and build stakeholder trust. By serving as a reliable channel for suggestions and inquiries, the GRM Committees support informed decision-making and ensure that PSAC activities remain responsive to the needs of all beneficiaries.

SUCCESS STORY:

Rooted in PSAC, growing into sustainability:



Mukanyandwi speaking with PSAC Field staff during a field visit to the Izihirwe Muhinzi community group.

The story of Izihirwe Muhinzi Community Group

Angelique Mukanyandwi, President of Izihirwe Muhinzi group in Nyamagabe District, leads 14 members, 13 female and one male, contracted by PSAC Project to produce coffee seedlings.

This job opportunity has changed their lives significantly. Mukanyandwi says that, with the income earned, all members are now able to pay for mutuelle de santé (community health insurance) without difficulty, cover school fees and materials for their children, and make regular savings through a group scheme where they contribute four times a week. From this system of saving and lending, they access loans that allow them to invest and improve their livelihoods. “Before

PSAC, many of us could hardly manage the basics. Today, we can plan for our families and our future,” Angelique explains.

For Angelique personally, the project has brought stability and hope. She has two children: one in primary school and another in secondary, and she is now able to support their education without challenges. “With the income I earned, I was able to buy livestock, and this has been steadily improving my family’s wellbeing every single day”.

Together with her group, and thanks to PSAC, they have gained practical knowledge in nursery management, learning not only how to raise quality coffee seedlings but also other varieties.

This knowledge has empowered them to go beyond the project. Once their PSAC coffee seedlings production is complete, the Izihirwe Muhinzi group no longer waits passively for new contracts.

“We use the same nursery infrastructure to raise our own seedlings for sale, making sure that the time and resources we invested keep generating income”.

Looking ahead, they aspire to diversify into producing seedlings of Grevillea, Caliandra, and fruit trees, building this into a sustainable group business.

The lesson learned from this heartfelt testimony is that PSAC’s support in establishing nurseries is not only about generating temporary income but also about creating a foundation for lasting impact. By continuing to use the facilities and knowledge gained, groups like Izihirwe Muhinzi ensure that the benefits extend well beyond the project’s duration.



VISIT US:



MAGERWA Street, KK 6 AV
P.O. Box 137 Kigali – Rwanda

CONTACT:



Toll Free: 3800



info@naeb.gov.rw



www.naeb.gov.rw



[@RwandAgriExport](#)