



NAEB National Agricultural Export Development Board

RWANDA TEA SECTOR PRESENTATION



RWANDA TEA SECTOR Tea production in Rwanda.

- ✓ Tea was introduced in Rwanda in 1952.
- ✓ Today, tea is one of Rwanda's main cash crops.
- ✓ Most tea produced in Rwanda is black tea, white tea, green tea, authentic tea and organic tea. However spicy tea can be produced on order by major tea producers.



- ✓ Rwanda tea is planted on hillsides at high altitude (between 1,900 and 2,500 m), and on well drained marshes at an altitude of between 1,550 and 1,800 m.

Tea Quantities Exported 2008-2011

| | 2008 | 2009 | 2010 | 2011 |
|------------------|-------------------|-------------------|-------------------|-------------------|
| JANUARY | 1,909,184 | 1,452,467 | 1,912,403 | 2,057,450 |
| FEBRUARY | 1,455,922 | 1,415,269 | 2,218,016 | 2,446,367 |
| MARCH | 1,346,639 | 2,322,012 | 1,933,227 | 1,869,419 |
| APRIL | 2,095,874 | 1,150,243 | 1,650,798 | 1,527,918 |
| MAY | 1,665,186 | 1,882,453 | 2,669,903 | 2,687,652 |
| JUNE | 2,438,917 | 2,311,267 | 2,248,760 | 1,977,139 |
| JULY | 1,665,680 | 1,547,072 | 1,673,524 | 1,655,794 |
| AUGUST | 1,515,135 | 1,194,247 | 1,550,393 | 1,795,057 |
| SEPTEMBER | 1,029,582 | 1,237,039 | 1,194,727 | 1,638,483 |
| OCTOBER | 1,236,379 | 968,243 | 1,075,962 | 1,615,367 |
| NOVEMBER | 1,215,418 | 1,476,122 | 1,577,486 | 1,943,168 |
| DECEMBER | 2,254,105 | 1,819,249 | 1,644,954 | 1,458,024 |
| TOTAL | 19,828,021 | 18,775,683 | 22,350,151 | 24,671,838 |



Strategies for Tea Sector

Development

✓Tea expansion in terms of area shall be increased from the current 15 000 ha to around 18 000 ha.

✓A total of 5 new tea factories shall be completed and should all be operational by 2014.



Strategies for Tea Sector

Development

- ✓ Support infrastructure related to the above factories need to be fast tracked. This is in form of roads, energy and water.
- ✓ Venturing in Value addition and diversified products shall need to be better streamlined.



Tea Production

- ✓ Emphasis on addressing the infrastructure problems like roads and energy.
- ✓ Extending irrigation schemes to the tea fields.
- ✓ Put measures to prevent soil erosion.
- ✓ Increasing tea fields acreage
- ✓ Encouraging cooperative unions
- ✓ Provision of good quality seedlings



Rwanda tea factories

| Factories | Construction period |
|----------------------------|---------------------|
| 1.Mulindi | 1960 |
| 2.Shagasha | 1963 |
| 3.Gisakura | 1965 |
| 4.Pfunda | 1965 |
| 5.Cyohoha Rukeri(sorwathe) | 1966 |
| 6.Kitabi | |
| 7.Mata | 1968 |
| 8.Rubaya | 1973 |
| 9.Nyabihu | 1974 |
| 10.Gisovu | 1974 |
| 11.Nshili-Kivu | 1977 |
| | 1983-2008 |



Tea Factories Location



New Tea Field Established

| Project Area | Acreage (Ha) |
|---------------|--------------|
| Muganza- Kivu | 1089.34 |
| Rutsiro | 1148.59 |
| Karongi | 1938.84 |
| Gatare | 1679 |
| Mushubi | 1200 |
| Nshili kivu | 509.38 |
| Total | 7575.76 |



Planned New Tea Field Expansion

Target district

- ✓ Rutsiro:3000
- ✓ Nyabihu:6000
- ✓ Rubavu :2000
- ✓ Southern the district are
- ✓ Nyaruguru : 3000
- ✓ Nyamagabe :2000
- ✓ Northern province
- ✓ Gicumbi : 1000
- ✓ Rulindo : 1000



Tea processing and export

✓We produce one of the best quality teas in the world. Approximately 97.3% is exported in raw form.

✓60% of Rwanda Tea is sold in Auctions, 37.3% is sold directly and 2.7% is sold locally.

✓Every week at the Mombasa auction, Rwanda tea especially Gisovu BP1 fetches the highest price.



Tea quality and grades

✓Rwanda tea has gained enormous global acceptability because of its quality. The following factors contribute to its quality.

- Rwandan climate.
- Abundant rainfall of 2m per year on average.
- Acidic soils of pH 4.5 to 5.5.



The tea quality and its grades

✓Due to the high-elevated grounds where Rwanda tea grows, its strength, bright color, flavor and consistency in manufacturing, its renowned all over the world as a superior beverage.

✓Nature has endowed Rwanda with the best ecological conditions, making Rwanda Tea unique and consistent in quality.



The tea quality and its grades

✓Sufficient and willing labour that produce quality tea.

✓A good altitude of 1800m above sea level.

✓Over 72% of the cultivated area (9,071 ha) is situated in the high mountain areas.



✓Rwanda tea was the winner of the tea cupping competition that was held during the African tea convention and exhibition that took place at Sarova white sands Hotel in Mombasa Kenya, from the 20th to 22nd July 2011.



The tea quality and its grades

Primary tea grades

- BP1 Broken Pekoe 1.
- PF1 Pekoe Fannings 1.
- PD Pekoe Dust.
- D1 Dust 1 .

Secondary tea grades

- D Dust.
- F1 Fannings 1.
- BMF Broken Mixed Fannings.
- BMFD Broken Mixed Fannings Dust.



Value addition and certification programs.

- ✓Value addition in Rwanda is done through packaging tea, green tea processing and tea bags which are ready for consumption.
- ✓Part of Rwanda tea is ISO certified.
- ✓There is need for more certification programs like fair-trade and rainforest for all tea factori



The tea drinking culture in Rwanda

- ✓ There are 5 companies that sell Rwanda tea in a value added form.
- ✓ Rwandans have a culture of drinking tea especially in the morning and evening.
- ✓ 99% of the tea consumed is black tea and 1% of green tea.
- ✓ Tea is drunk in homes, offices, hotels and restaurants. Local tea consumption is still very low compared to our targets of at least 3% of the total tea produced in Rwanda.



Management of the tea business in Rwanda

- ✓ Management of tea cooperatives by making a follow-up on harvesting tea leaves in time.
- ✓ Efforts to reduce fertilizer prices by having tea fertilizers produced in Rwanda.
- ✓ Land consolidation for new tea plantations.
- ✓ Consideration pruning and replacement of tea fields



❖ Processing level .

- ✓ Consider rehabilitation of main roads and feeder roads for quick delivery from fields to factories..
- ✓ Processors should be involved in the tea leaves transportation from the fields.
- ✓ Modernization of the tea processing machinery.



❖ Value addition and certification

- ✓ Consider value addition of Rwanda tea.
- ✓ Support tea factories in acquiring certification by facilitating trainings.



THANK YOU

