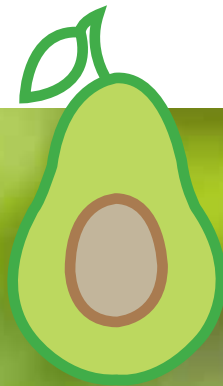


TANZANIA



# Avocado Catalogue 2020



TANZANIA



# Avocado Catalogue 2020





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## The Market Access Upgrade Programme (MARKUP)



A regional integration initiative funded by the European Union for the East African Community



The Market Access Upgrade Programme (MARKUP) is a regional development initiative that aims to contribute to the economic growth of the East African Community (EAC) implemented by the International Trade Centre (ITC). More specifically, it aims to support increased exports of agribusiness and horticultural products, promote regional integration and access to the European market. MARKUP assists small and medium-sized enterprises (SMEs) in Burundi, Kenya, Rwanda, Tanzania and Uganda by targeting specific agricultural commodities (i.e. avocado, cocoa, coffee, spices, tea and horticulture).



Part of this work is to promote Tanzanian avocado exporters in their search of new markets and new customers, hence the creation of this catalogue to showcase the Tanzanian avocado sector and its actors.



### EU-EAC MARKUP at a glance

**Donor:** The European Union

**Duration:** 2018-2022

**Partner countries:** Burundi, Kenya, Rwanda, Tanzania and Uganda

**Overall objective:** Contribute to EAC's economic development through boosting trade and regional integration.

**Specific objective:** Improved EU and regional market access for EAC countries in selected sub-sectors.

**Direct beneficiaries:** SMEs and public/private institutions operating in selected value chains (including coffee, tea, cocoa, spices and horticulture).

**Beneficiaries and partners** also include government ministries, departments, standards quality organizations and public institutions, TISIs

**Final beneficiaries:** Men and women employed in export-related business and in the selected value chains.

## The International Trade Centre (ITC)

### International Trade Centre

is fully **DEDICATED** to connecting small and medium-sized enterprises (SMEs) to **GLOBAL MARKETS**

#### 3 STRATEGIC GOALS

- Strengthen the integration of the business sector of developing countries and economies in transition into the global economy
- Improve the performance of trade and investment support institutions for the benefit of SMEs
- Improve the international competitiveness of SMEs



Leading to:  
**More JOBS, more DIVERSIFIED economies, improved SUSTAINABILITY** through trade and investment

ITC is the joint agency of the **UNITED NATIONS** and **WORLD TRADE ORGANIZATION** established in **1964**



**315 employees**  
**83 nationalities**



#### 6 FOCUS AREAS

with **CUSTOMIZED SOLUTIONS** for CLIENTS

- Providing trade and market intelligence
- Building a conducive business environment
- Strengthening trade and investment support institutions
- Connecting to international value chains
- Promoting and mainstreaming inclusive and green trade
- Supporting regional economic integration and South-South links

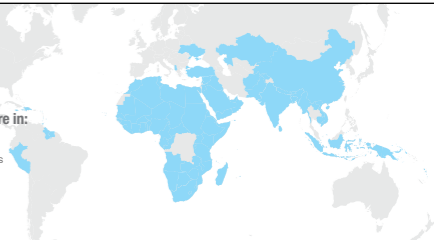
#### CONSTANT INNOVATION

ITC responds to the **EVOLVING WORLD** of **BUSINESS, TRADE** and **INVESTMENT**

- Newly introduced initiatives include:
- SheTrades:** empowering women economically
  - E-Solutions:** tapping into the digital economy
  - Sustainability Network:** fostering sustainable value chains
  - Refugee Employment Skills Initiative:** facilitating economic opportunities for refugees and migrants

**>85% of ITC's INTERVENTIONS** are in:

- Least developed countries
- Landlocked developing countries
- Small island developing states
- Small, vulnerable economies
- Sub-Saharan Africa
- Post-conflict states



#### IMPACT

Commitments TO CONNECT **800 000** WOMEN ENTREPRENEURS to market by 2020 – closing in on the original goal of 1 million

**\$685 million** in ESTIMATED EXPORT and INVESTMENT VALUE resulting from ITC market intelligence, business connections and support to TISIs

**6 500** additional ENTERPRISES increased international competitiveness or transacted new business

ITC directly supports **10** of the **UNITED NATIONS GLOBAL GOALS**



**6 FREE** trade and market intelligence online **TOOLS**

**22 000** participants in ITC training courses

**1 FLAGSHIP PUBLICATION**  
SME Competitiveness Outlook



#### 4 KEY EVENTS

- World Export Development Forum
- SheTrades Global
- Trade for Sustainable Development Forum
- Trade Promotion Organizations Network World Conference and Awards



International Trade Centre

#### Contact details:

Mrs Frédérique Derlot  
Programme Officer Fresh Fruits & Vegetables  
International Trade Centre  
E-mail: derlot@intracen.org  
Linkedin Group Connecting Agri Businesses

[www.intracen.org](http://www.intracen.org)



## Foreword

Global production of avocado has increased 178% from 891 thousand Tons in 2011 to 2.5 million tons in 2018. Driven by an insatiable demand for fresh avocado in the USA and Europe, production areas are increasing in South America, Europe and Africa: new orchards that will add to the volumes of high-quality fruit on the world's markets. The global avocado market is divided by traders into two supply seasons. The "summer season" from April to September and the "winter season" from October to March. This is significant as Tanzania produce during the summer season is now a new player. Less than 10 years ago the Tanzanian export avocado supply did not exist. Tanzania managed to grow its exports from 1,877 tons in 2014 to an impressive 9,000 Tons in 2019. 9,000 Tons of Hass avocado exported to the EU market (90% of the Tanzanian exported volume).

European consumption of avocados has reached 1 million Tons of fruits, doubling its consumption over the last 5 years. The World Avocado Organisation (WAO) predicts that the growth in the European market will continue over the next ten years and catch up with the USA's consumption. If this target is achieved this would increase EU demand by 50% or between 500,000 tons and 700,000 tons for the whole Europe.

For Tanzanian avocado to make its mark on the highly competitive EU market, public and private stakeholders are supported by the MarkUp project implemented by the International Trade Centre (ITC) the joint agency of the United Nations and the World Trade Organisation.

The MarkUp project is a regional integration initiative funded by the European Union for the East African Community. With the support of the MarkUp project, ITC is providing technical assistance to the Tanzanian avocado sector and to its public and private actors.

The technical assistance provided is contributing to enhance the export competitiveness of the selected Tanzanian avocado exporters and institutions, through increased awareness and compliance with international market requirements. What is more, other efforts aim at improving enterprise and business support organizations' capacities as well as creating opportunities for business development in the target value chains.

Here is a non-exhaustive list of activities targeted at exporters and institutions that are taking place under the MarkUp project:

- Improving awareness of market requirements;
- Improving compliance with compulsory and voluntary standards;
- Increasing value addition
- Improving access to finance.
- Improving training of the producers linked to exporters on quality management and training on GAP certification (Global Gap, GRASP etc)
- Improved business development capacities for SMEs
- Strengthening Trade and Investment Support Institutions
- Developing export and investment linkages (participation to trade fair, organisation of B2B meetings)

This catalogue was created to raise awareness of Tanzania as a new source of supply to the EU of quality export avocado, now and for the years to come. It showcases also the key Tanzanian institutions that are supporting everyday the sector and its actors, along with selected MarkUp avocado exporters.

Mrs Frédérine Derlot  
 Programme Officer Fresh Fruits & Vegetables  
 International Trade Centre  
 E-mail: [derlot@intracen.org](mailto:derlot@intracen.org)  
 LinkedIn Group: Connecting Agri Businesses  
 Internet: [www.intracen.org](http://www.intracen.org)

## General information on Tanzania

**Official Name:** United Republic of Tanzania

Eastern Africa, bordering the Indian Ocean, between Kenya and Mozambique

**Area:** total 885,800 sq km

**Population:** 55,451,343 (July 2018 est.)

**Coastline:** 1,424 km

**Border countries (8):** Burundi 589 km, Democratic Republic of the Congo 479 km, Kenya 775 km, Malawi 512 km, Mozambique 840 km, Rwanda 222 km, Uganda 391 km, Zambia 353 km

**Geographical location:** Eastern Africa, bordering the Indian Ocean, between Somalia and Tanzania

**Capital:** Dodoma

**Major Cities:** Dar es Salaam (administrative capital), Dodoma (legislative capital)

**Legal System:** English common law;

**Official Languages:** Kiswahili or Swahili (official), Kiunguja (name for Swahili in Zanzibar), English (official, primary language of commerce, administration, and higher education), Arabic (widely spoken in Zanzibar), many local languages.

**Religions:** Christian 61.4%, Muslim 35.2%, other 3.4% (2010 est.)

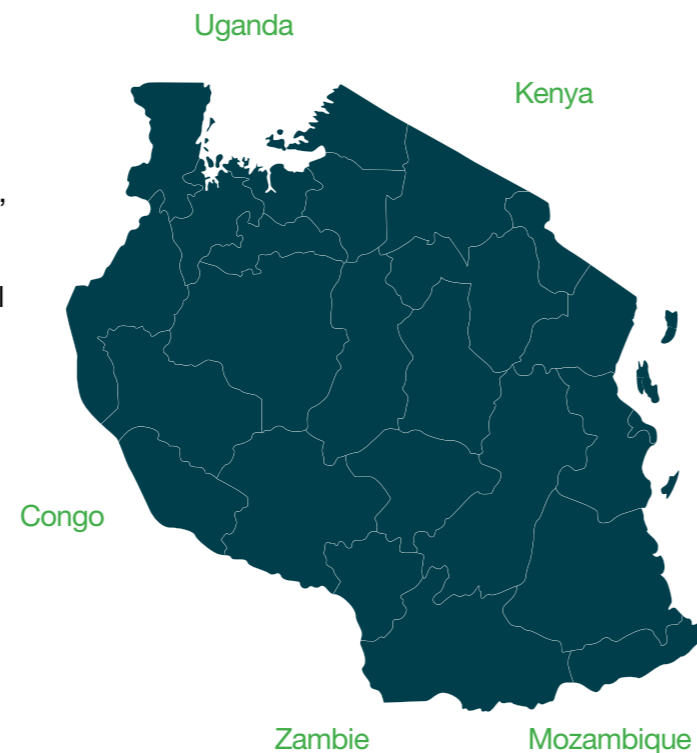
**Time difference:** UTC+3

**Exchange rates:** (2019) 1 USD = 2,300 Tanzanian Schillingss

**Gross Domestic Product:** \$51.76 billion (2017 est.)

**Internet Domain:** .tz

**Area Code:** +255



## Introducing the Tanzanian avocado sector

Driven by dynamics in a global surge in prices and demand for avocado, the cultivation and trading of avocado is rapidly gaining traction among the farmers in Tanzania, replacing in some areas coffee production. Commercial avocado farming provides an avenue to successfully diversify Tanzania's portfolio of horticultural crops, thereby enhancing the value of the horticultural industry. Based on data and statistics of 2018, Tanzania is the second largest producer of avocado fruit in Africa after Kenya, produces about 190,000 Tons per year of which 5,000 to 10,000 tons are exported (FAO, 2018).

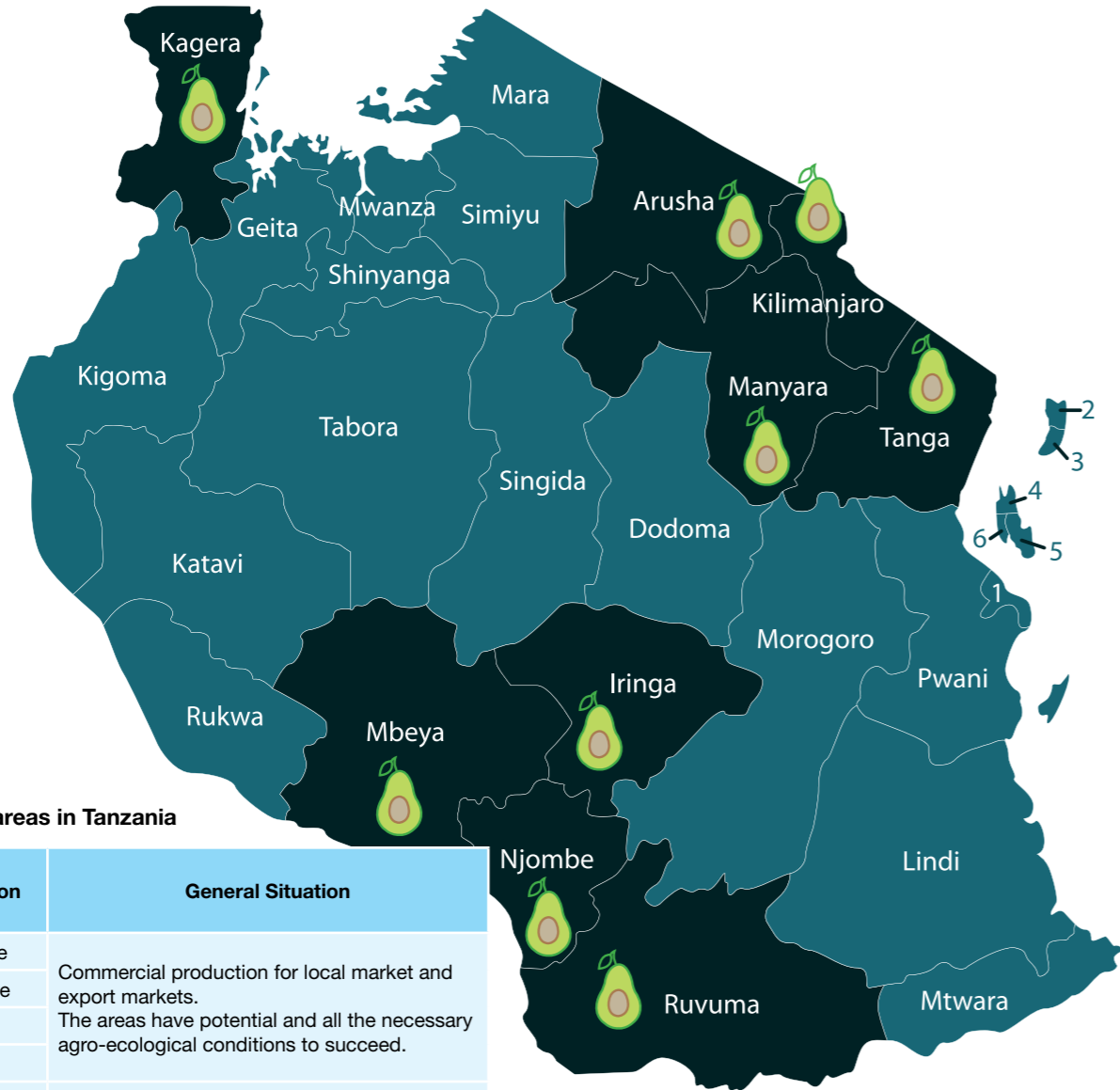


The production period of avocados is from January to March and May to August mainly grown in Kilimanjaro, Mbeya, Njombe, Songwe, Iringa Kigoma, Tanga, Kagera and Morogoro regions. The plantations were set up at altitudes ranging from 1,100 to 1,900 m, with an annual rainfall of around 800 to 1,200 mm. Surface areas are also on the up in this part of the country, especially in zones enabling earlier production. Note that Hass plantations are being set up in a new cultivation zone, to the east of the Southern Highlands (Njombe and Iringa regions, around Mafinga/Iringa). The majorities of growers of avocado are small and medium scale famers. The main varieties produced are Hass, Fuerte and local varieties; Hass is for export markets. There are several exporters in the country which have cold-chain infrastructure who export already to Europe, Middle East and Africa.

Tanzania has a suitable climate for avocado production and possesses vast lands which can be used for avocado tree plantation and offers a great opportunity for organic production. For the past five years, exports grew at an impressive year-on-year rate of 29%. Growth had been stronger in the Southern Highlands than in the Northern Zone due to availability of land.



# Overview of the Tanzanian avocado supply



Avocado growing areas in Tanzania

| Production zones in Tanzania | Region      | General Situation  |
|------------------------------|-------------|--|
| Southern Highland            | Njombe      | Commercial production for local market and export markets. The areas have potential and all the necessary agro-ecological conditions to succeed. |
|                              | Songwe      |  |
|                              | Mbeya       |  |
|                              | Iringa      | Commercial production for local market   |
|                              | Ruvuma      |  |
| Northern Zone                | Kilimanjaro | Commercial production for local market and export markets  |
|                              | Tanga       | Commercial production for local market   |
|                              | Arusha      | Commercial production for local Market and export markets  |
|                              | Manyara     | Commercial production for local market   |
| Lake zone                    | Kagera      | Commercial production for local market   |

# Structure of the Tanzanian avocado supply & seasonality

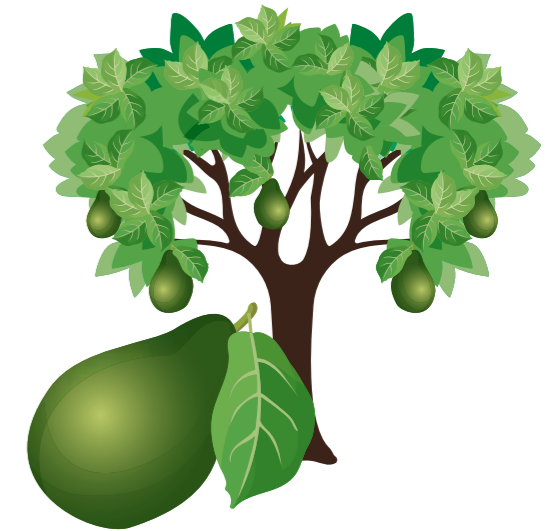
There are three business models currently being used in the avocado purchase:

1. Integrated nucleus farm and out-grower farmers is the dominant model involving by the largest Tanzanian avocado exporters (representing in excess of 50% of the volume exported).
2. Exporter-producer arm's length relationships is typical for middle size exporters.
3. Producer association – exporter model, in this case where the association negotiates the whole transaction on behalf of members.

The avocado export windows are currently concentrated into two periods.

In the Southern Highlands zone (Mbeya, Iringa, Rukwa, Njombe and Ruvuma regions ie the South western part of the country), the bulk of volumes are harvested from March until May There is a shorter export window from January to February.

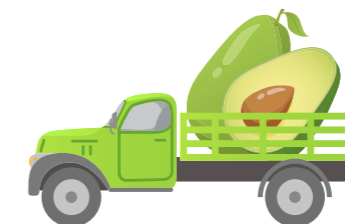
In the Kilimanjaro area (North Eastern part of the country) the bulk of the export volume is June to September; with a shorter export window in December & January.



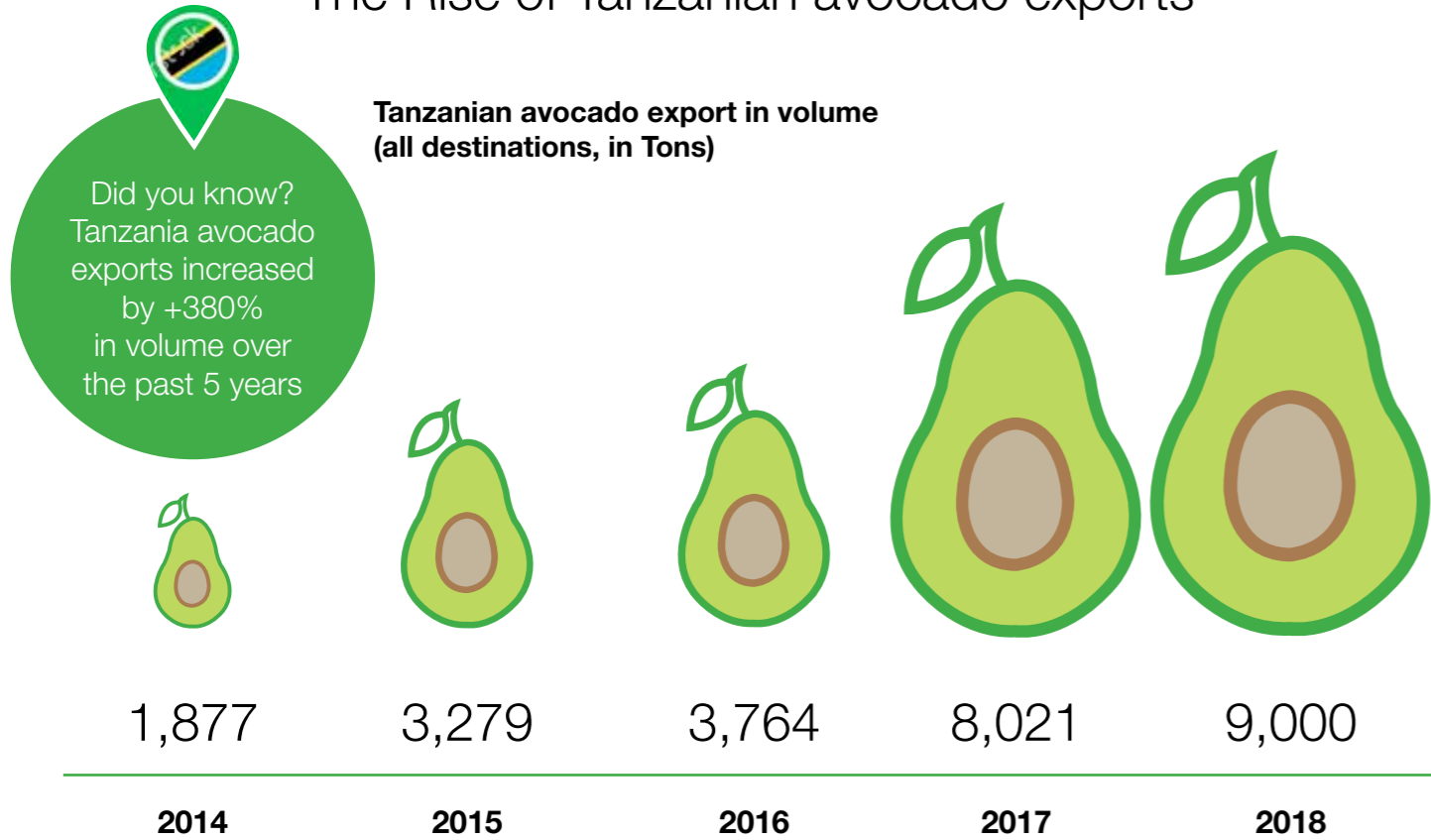
## Tanzanian avocado export calendar

| Country                     | Variety | Jan | Feb     | Mar | Apr | May | Jun | July | Aug | Sep | Oct | Nov | Dec     |
|-----------------------------|---------|-----|---------|-----|-----|-----|-----|------|-----|-----|-----|-----|---------|
| Tanzania Southern Highlands | Hass    |     | Mid Feb |     |     |     |     |      |     |     |     |     | Mid Dec |
| Tanzania Southern Highlands | Fuerte  |     |         |     |     |     |     |      |     |     |     |     |         |
| Tanzania Kilimanjaro        | Hass    |     |         |     |     |     |     |      |     |     |     |     |         |

|             |  |
|-------------|--|
| Peak volume |  |
| Low volume  |  |

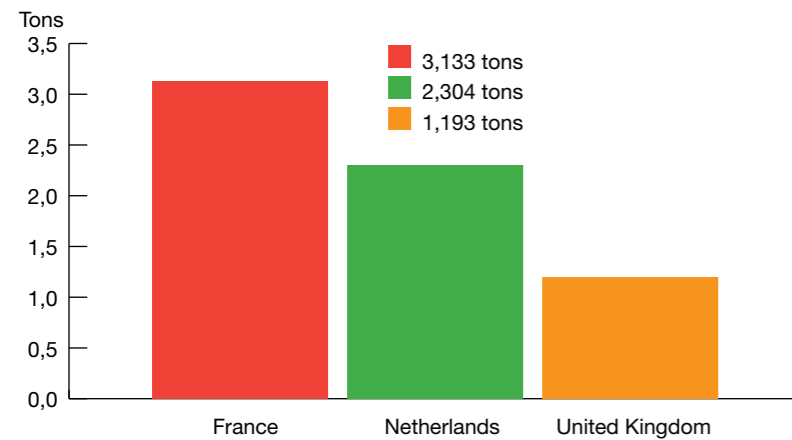


## The Rise of Tanzanian avocado exports







## Tanzanian avocado on the EU market

2018: Tanzania's top 3 EU import markets (In Tons)



Did you know? The EU market represents 85% of Tanzanian avocado exports

## International logistics from Tanzania

|             |   |            |   |
|-------------|---|------------|---|
| Europe      |  | 1 day      |   |
| Europe      |  | 18-25 days | from Mombasa Kenya for Spain, France, Italy |
| Middle East |  | 20-28 days | Mombasa Kenya for Belgium, Netherlands, UK  |
| Asia        |  | 18 days    | from the Dar Es Salaam port                 |





# Key Tanzanian institutions directly supporting the avocado sector



## The Tanzania Horticultural Association (TAHA)

The Tanzania Horticultural Association (TAHA) is an apex private sector member based organization that advocates for the growth and competitiveness of the horticultural industry in Tanzania. Since its inception in 2004, TAHA has been an effective voicing platform for producers, traders, exporters and processors of horticultural products: flowers, fruits, vegetables, horticultural seeds, spices & herbs and roots & tubers. The overarching objective of TAHA is to promote and develop the horticultural industry in Tanzania for inclusive growth, viability, and sustainability

### TAHA WORK

- Fostering favourable conditions for business operation

TAHA maintains a positive dialogue with the Government of Tanzania, development partners, private sector partners and civil society organizations to ensure that there are policy and regulatory frameworks that support the horticultural industry. TAHA develops strategic relationships and linkages to support its activities and work in the industry. Farmers are also linked to financial institutions for affordable financial and input loans and grants.

- Providing technical support services

TAHA mobilizes farmers into formal entities and builds their institutional capacities. TAHA streamlines outreach services from national to grass-root level while scaling up adoption of production technologies. These initiatives focus on innovating, packaging and delivering quality technical support services that change the livelihoods of beneficiaries, their families and surrounding communities. The gist is to improve productivity level for over 30,000 farmers for expanded income and food and nutrition security.

- Facilitate access to Markets and trade

TAHA trains and advises members on market standards compliance, post-harvest handling and setting up related infrastructure, and provides industry logistics services through its logistic company, TAHAFresh Handling Ltdv (TFHL). TFHL is accredited by the World Cargo Alliance and is a member of FIATA and IATA. TAHA creates market linkages, connects farmers with domestic and international markets for lasting and rewarding business relationships as well as providing a platform for accessing industry information through TAHA's Market Information System (MIS).

### Contact details:

Tanzania Horticultural Association (TAHA),

Head Office, Kanisa road, House No 49.

P.O BOX 16520, Arusha - Tanzania:

Tel/Fax +255272544568

Email: info@taha.or.tz

Website: www.taha.or.tz

Twitter :@taha\_tanzania

Instagram :taha\_tanzania

Facebook :taha\_facebook

[www.taha.or.tz](http://www.taha.or.tz)

## Tanzania Trade Development Authority (TanTrade)



Tanzania Trade Development Authority (TanTrade) is a Tanzania Trade promotion Organization (TPO) committed to enable Tanzania to become and remain a strong and competitive trading nation by being an effective focal point for building and sustaining trading capabilities.

TanTrade's mandate is to facilitate Tanzania's enterprises and other business operators to consolidate their competitiveness in domestic and foreign markets.

TanTrade offers the following services:

### i. Research and Development

TanTrade undertakes various market/product researches in order to determine market characteristics and potentials, customer needs and obtain any other information for use by the business community. Research findings are then communicated back through various information dissemination platforms to help the business community make informed decisions when investing goods in developing of goods and services that suit target markets.

### ii. Trade Information Services

TanTrade collects, processes, analyzes, interprets, stores and disseminates trade information and trade related data to the business community and other stakeholders.

### iii. Trade Promotion Services

TanTrade advocates and fosters better market access conditions for Tanzania's goods and services in domestic, regional and international markets. This function is conducted through the planning, coordination, organization and management of international trade fairs, staging of the Dar es Salaam International Trade Fair editions, exhibitions, solo exhibitions, expositions and servicing incoming and outgoing business missions.

### iv. Product and Market Development

It collaborates with the technical institutions to develop optimal product portfolio, including new product development, product lifecycle management; and creates the new product development roadmap. Emphasis is placed on producing quantities and qualities, which will make Tanzanian goods and services competitive in the domestic and foreign markets.

### v. Capacity Building, SMEs Development and Advisory Services

TanTrade conduct the capacity building programs to business community and special attention accorded to SMEs' to strengthen their capacity through trainings, mentoring, coaching, and incubation facilities to reinforce their ability to produce and trade both locally and internationally. TanTrade offers appropriate advisory service to the business community on the management of domestic and foreign trade with a view to assisting businesses to develop and expand profitably.

**vi. Branding of Tanzanian Goods and Services**

In collaboration with business community and other stakeholders, TanTrade strives to introduce national/sectoral brands and identify slogan for Tanzanian goods and services in order to promote them in local, regional and international markets.

**vii. Trade Policy and Facilitation**

TanTrade advises the government on matters relating to the formulation, development, supervision and implementation of trade policies and strategies. It also advises the government on the integration of multilateral trade rules at the bilateral, regional and multilateral levels; and when to initiate safeguard action as per relevant WTO trade remedies and on the management of the trade support institutions to streamline trade documentation to minimize cost.

**viii. Regulation of Trade Fairs**

TanTrade is mandated to ensure a quality and standard exhibition industry by regulating the staging all trade fairs, exhibitions, expositions, solos etc, organized by various companies or institutions in the country and Tanzania’s participation in the foreign fairs.

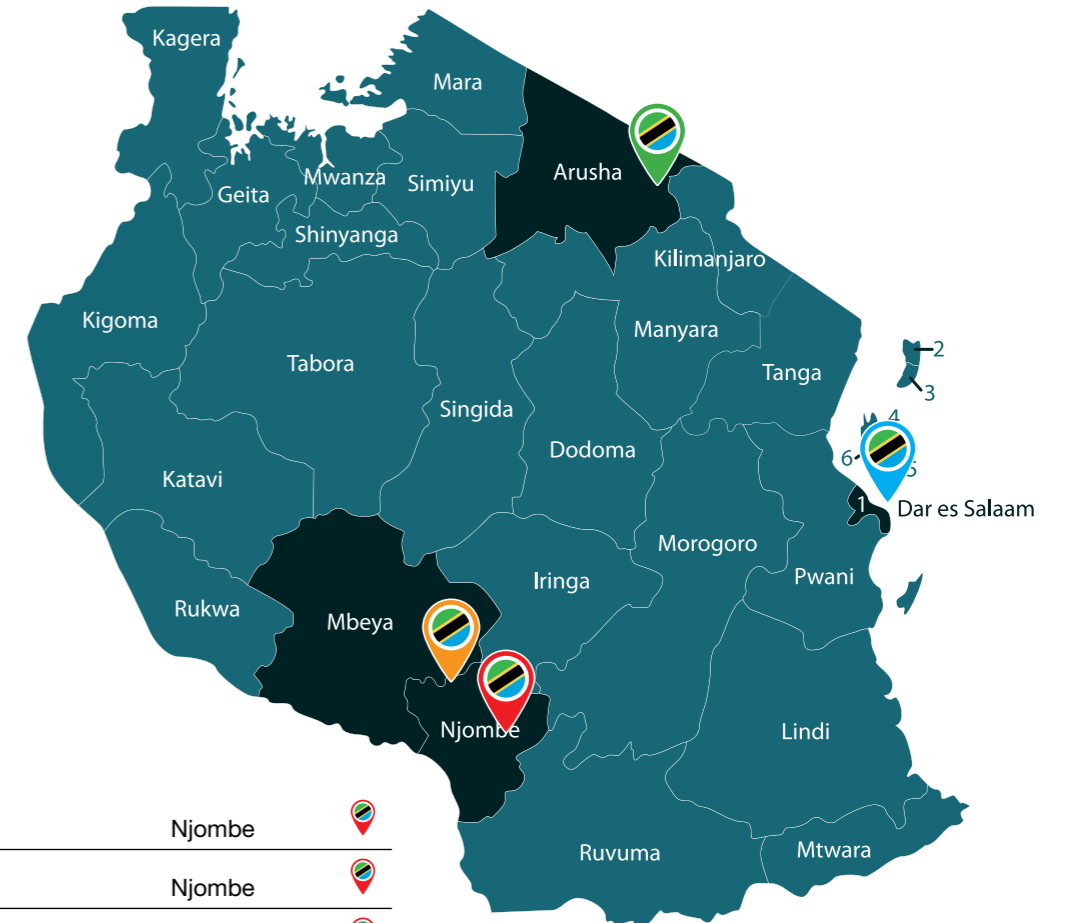


**Contact details:**

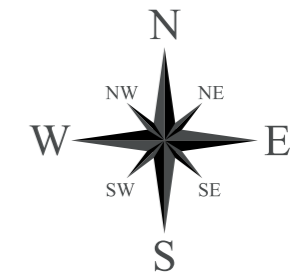
The Director General  
 Tanzania Trade Development Authority (TanTrade)  
 Mwl. J. K. Nyerere Trade Fair Ground, Kilwa Road  
 P. O. Box 5402, Dar es Salaam - Tanzania  
 Tel: +255 22 285 0238/ 285 0065. Fax: +255 22 285 0539  
 E-mail: info@tantrade.go.tz  
 Website: www.tantrade.go.tz  
 Twitter: Tantrade Page  
 Instagram: tantrade\_official  
 Facebook: Tantrade Tanzania

[www.tantrade.go.tz](http://www.tantrade.go.tz)

Selected Markup avocado exporters



|  |               |  |
|--|---------------|--|
| Olivado Tanzania Ltd                     | Njombe        |  |
| PIHD                                     | Njombe        |  |
| Frank Horticultural & Timber Company Ltd | Njombe        |  |
| Lima Kwanza Limited                      | Mbeya         |  |
| Rungwe Avocado Company                   | Mbeya         |  |
| Korongo3 Agribusiness Ltd                | Arusha        |  |
| TAHA                                     | Arusha        |  |
| TanTrade                                 | Dar Es Salaam |  |
| Southern Commodities Ltd                 | Dar Es Salaam |  |
| Tanzanice Agrofoods Ltd                  | Dar Es Salaam |  |



# Frank Horticultural & Timber Company Ltd

**Founded in 2007**

## Location

Southern highlands  
Njombe region

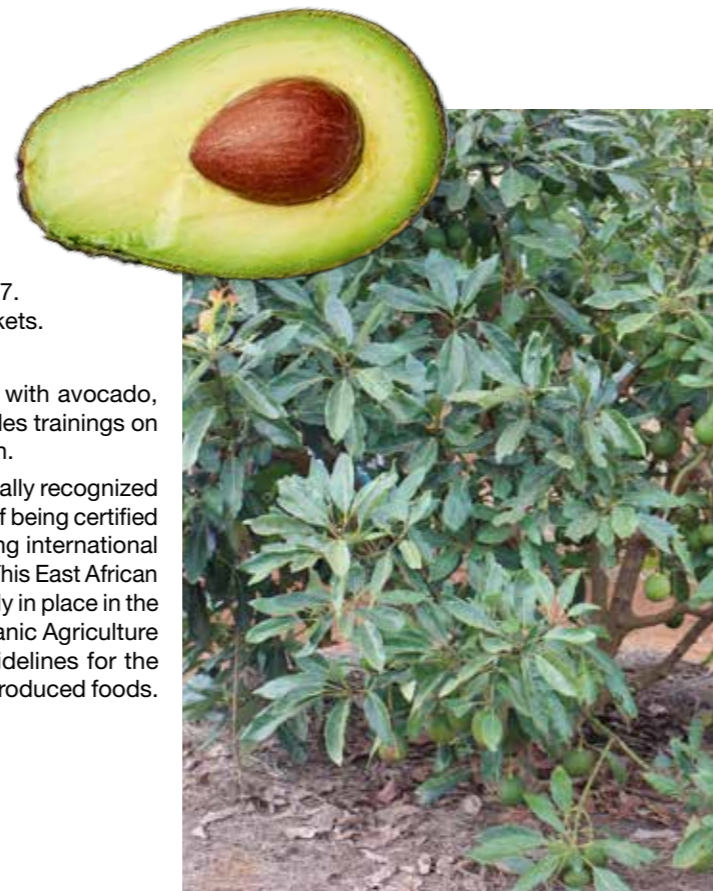
## Company description

Frank Horticulture Ltd (FHTC) is a Tanzanian exporter of avocados, chia seeds, pumpkin seeds, honey, and timber trees since 2007. The company is active both on the local and international markets.

FHTC created a brand called Highlands Organic.

FHTC owns a total land of 720ha of which 15 ha are planted with avocado, the company buys also from small holder farmers, whilst provides trainings on organic farming to 1,200 small holder farmers in Njombe region.

Frank Horticulture Ltd is committed to work towards internationally recognized organic certification. As a first step, the farms are in the process of being certified organically according to East African organic standards, pending international certification from Control Union (international certification body). This East African organic products standard is based on organic standards currently in place in the region as well as on the IFOAM (International Federation of Organic Agriculture Movements) basic standards and the Codex Alimentarius guidelines for the production, processing, labelling and marketing of organically produced foods.



## Number of employees

- Permanent 12
- Casual 32

## Volume For HASS

- 2019 exported volume: 120 Tons
- For 2020 export volume available: 150 Tons

## Volume For FUERTE

- 2019 exported volume: 180 Tons
- For 2020 export volume available: 320 Tons

## Current export markets

- To Europe - Denmark
- To Middle East – Qatar, UAE

## Incoterms used

- FOB Dar Es Salaam port
- CIF Dar Es Salaam airport

## International logistics

- Europe: 21 days
- Middle East: 14 days
- Asia: 32 days

## Packhouse

PIHD currently owns a small packing house and by 2021 they plan to increase its capacity. The packing house is located 12 hours from the port of Dar salaam, and 4 hours away from Mbeya airport. The pack house is in the process of being certified.

## Certification

- Certification in progress
- GlobalGAP
- Kilimo Hai organic certificate (East African organic product standard) up to 100 Tons

## Products exported



Avocado



Chia seeds



Pumpkin seeds



Timber trees



Honey



## Company details

Mr Frank Msigwa  
CEO

Njombe Town

Phone: +255 754536107

Email: info@highlandsorganic.co.tz

[www.highlandsorganic.co.tz](http://www.highlandsorganic.co.tz)



**Founded in 2018**

**Location**

Arusha, Tanzania

**Company**

Korongo3 is 100% locally owned Tanzanian company founded in 2018 specialized in exporting a variety of fruits and vegetables including Avocados, French Beans and Snow Peas; operating in the regions of Arusha, Mbeya and Njombe.

We ensure quality by working closely with farmers to source our products and safeguard freshness by being engaged throughout the export chain from aggregating, sorting, packing, product handling and transportation. We have a network of more than 200 farmers and we value their hard work. Our farmers are technically supported to follow Good Agricultural Practices (GAP) they are also adopting/already using natural fertilizer from local livestock to ensure sustainable nutrient soil conditions.

Our team consist of 8 permanent staff and 120 temporary employees, 70% of which are women.

Our plan is to increase productivity and efficiency by reaching out to more than 600 farmers and construct a pack house facility with automated systems by the end of 2020.



**Number of employees**

- Permanent 8
- Casual 120

**Volume For HASS**

- For 2019 110 tons exported
- For 2020 720 Tons export volume available

**Volume For FUERTE**

- For 2019 8 Tons exported volume
- For 2020 110 Tons export volume available

**Volume & variety\***

- French Beans and Snow Peas (Mangetout)
- For 2019 30 Tons exported
- For 2020 150 Tons export volume available

**Current export markets**

Europe

**Incoterms used**

- FOB Mombasa Kenya
- CIF/C&F Dar Es Salaam Airport

**International logistics**

To Europe: 20 days

**Packhouse**

We pack our avocados in an ISO certified pack house

**Palettisation**

- Packaging used: 4kg Boxes
- Number of cartons per pallet: 250 – 270
- Number of pallets for 40 foot container: 20

**Certification**

Certification in progress Global Gap

\* For other exported fruits & vgs (beans, peas etc)

**Products exported**



**Avocado**



**French Beans**



**Snow Peas**



**Company details**

Mr Abraham Olais Theoflo  
 Director  
 12069 Arusha Tanzania  
 Phone: +255 768 825 116  
 Email: info@korongo3.com

[www.korongo3.com](http://www.korongo3.com)

# Lima Kwanza Ltd

Founded in 2015

## Location

Based in Mbeya, operating in South of Tanzania.

## Company

Lima Kwanza Ltd is an exporter of fresh avocados and avocado oil.

We export Arabica coffee, sesame seed and cocoa beans too, all organic certified (NOP/ECC.)



## Number of employees

- Permanent 15
- Casual Up to 300

## Volume For HASS

- For 2018 200 Tons exported
- For 2020 export volume available 1,200 Tons

## Volume For FUERTE

For 2020 export volume available 100 Tons Fuerte

## Volume for other comodities

For 2020 export volume available Arabica coffee 2,000 tons, sesame seeds 3,000 tons and cocoa beans 2,500 Tons.

## Current export markets

To Europe (Mainly France and Netherlands)

## Incoterms used

- FOB Dar Es Salaam port & FOB Mombasa port Kenya
- CIF Dar Es Salaam airport

## International logistics

To Europe 35 days

## Packhouse

Lima Kwanza has 2 self designed avocados pack houses in Tukuyu and Njombe, with respective capacity of 40 tons per day each. Our avocados oil extraction unit is located in Mbozi and has a capacity of 2.5 tons per hour

## Palettisation

- Avocados packaging materials used and imported from South Africa
- 276 cartons per pallet
- 20 pallets per 40 foot container

## Certification

- Certification in progress
- Early 2020 Global Gap certification
- The processing unit for avocado oils will be HACCP certified.

## Products exported



Fresh Avocado



Avocado oil : extra virgin oil



Avocado oil : cosmetic oil



## Company details

Mr Eric Smeets  
 Managing Director  
 P.O Box 6173 Mbeya Tanzania.  
 Phone: +255 599 875  
 Email: limatanzania@gmail.com  
 Email: eric.smeets@btinternet.com

# Olivado Tanzania Limited

Founded in 2016

## Location

Njombe – Njombe Region

## Company

Olivado Tanzania Ltd is part of the Olivado Group, which is a vertically integrated group linking small farmers with consumers in 33 countries around the world. The Olivado Group is the largest organic producer of edible avocado oil in the world and is the leading brand of extra virgin avocado oil in supermarkets worldwide.

Olivado Tanzania will start exporting fresh avocado from 2020 onwards.

Olivado's suppliers are part of the organic and Fair Trade small farmers programmes, where more than 3,500 farmers are integrated into the production process and value chain, supported with continuous training, organic, Fair Trade and Global Gap certifications.

Olivado's process is carbon positive, turning avocado waste from the oil processing into biogas: replacing diesel fuel for vehicles, replacing fossil fuel for electricity, and replacing chemical fertilisers with natural fertilisers.



## Products exported



Fresh Avocado



Extra Virgin Avocado Oil  
Second Grade Avocado Oil



## Number of employees

- Permanent 14
- Casual 153

## Volume For HASS

- For 2020 export volume available
- 600 Tons of fresh Hass avocado
- For 2020 export volume available
- 300 Tons of Hass avocado oil



## Volume For FUERTE

For 2020 100 Tons of Fuerte avocado oil export volume available

## Current export markets

To Europe  
To Middle East  
To Asia  
Fresh avocado to EU  
Avocado oil worldwide

## Certification

Certification in progress  
For avocado oil  
Organic – 200 Tons  
Fairtrade – 350 Tons  
For fresh avocado  
GlobalGAP – 600 Tons



## Company details

Mr Jose Anton  
General Manager  
P.O. BOX 1015 NJOMBE Tanzania  
Phone: +255 621 118 951  
Email: jose@olivado.com

[www.olivado.com](http://www.olivado.com)

# Peculiarly Inception for Horticultural Development (PIHD)



**Founded in 2018**

## Location

Njombe Town, Tanzania

## Company

PIHD is registered non-profit organization

PIHD was established in 11th August 2016 by Njombe region avocado farmers who thought it was important for them to have an organ which supervises and controls their interests. PIHD was officially registered in 17th April 2018.

PIHD's main goals are the following:

1. Promote attainment of horticultural knowledge production and skills to include horticultural crops irrigation technologies.
2. Facilitate the availability and accessibility of reliable market for horticultural crops.
3. Empower the community at improving post-harvest and handling technology to include among others refrigeration technologies of horticultural crops.

Furthermore, PIHD's mission is to expand modern horticultural technologies in rural areas, empowering of rural farmers to commercial agriculture and marketing through education and empowerment.

PIHD works closely with governmental institutions, local government authorities and private sector and companies

Currently the business model is the following; all volume stated below have been exported to Kenya. Kenyan buyers come to Tanzania to purchase in the field the volume needed for local consumption and re-export to international markets.

PIHD 's ultimate goal is to enable supported farmers to export directly from Tanzania to international markets in the near future.



## Volume & variety For HASS

## Current export markets

## Certification

- For 2017 exported volume to Kenya 10,400 Tons
- For 2018 exported volume to Kenya 12,300 Tons
- For 2019 exported volume to Kenya 16,700 Tons

Kenya

- Certification in progress
- GlobalGAP



## Products exported



## Avocado



## Company details

Mr Elly Hongoli  
 Executive Secretary  
 Gwivaha street, Njombe  
 Phone +255 754 632 982  
 ehongoli@yahoo.com

# Rungwe Avocado Company



**Founded in 2009**

**Location**

Tukuyu, Mbeya

**Company**

Rungwe Avocado Company (RAC) is a private company specialised in exporting fresh avocados, exporting to the EU since 2014.

It has currently 60 ha under production and is working on expanding to 200 – 400 ha of avocado fields. The company works with over 4,500 smallholders farmers whose total production area is about 1,000 Ha.

The company’s mission is to be one of the leaders of fresh avocado exports from Tanzania.

This is to be achieved through provision of extensive training and development to our extension team and farmers.

RAC is investigating other avocado varieties in its expansion plan to increase & expand its packing & exporting window.



**Products exported**



**Avocado**



**Number of employees**

Permanent 64  
Casual 120  
During harvest and packing season it employs additional 400 casual workers.

**Volume & variety For HASS**

For 2019 = 1,350 Tons (75% certified Global Gap & GRASP)  
For 2020 = 1,500 Tons (100% Global GAP & GRASP certified)

**Current export markets**

To Europe  
To Middle East  
To Asia

**Incoterms used**

FOB Mombasa Kenya  
FOB Dar Es Salaam  
CIF Dar Es Salaam airport  
CIF Nairobi airport

**International logistics**

To Europe 25-35 days  
To Middle East 14 days  
To Asia 25 – 40 Days

**Packhouse**

Rungwe Avocado has its own packhouse that can handle 18 containers per week. The company also offers contract packing services.

**Palletisation**

Fruit is packed in 4 Kgs cartons on pallets  
276 cartons per pallet  
20 pallets for 40 foot container

**Certification**

Global GAP & GRASP 75% of total supply 1,500 Tons  
Certification in progress: BRC



**Company details**

Mr Freddie Tsoro  
Manager  
Rungwe Avocado Company, P O Box 247, Tukuyu, Mbeya, Tanzania  
Phone: +255 752 731 834  
Email: tech.rac@tatepa.com

<http://rungweavocado.com/>



# Southern Commodities Ltd

Founded in 2017

## Location

Plot No 24 Block 17 Msisiri A – Mwananyamala, Kinondoni, Dar Es Salaam

## Company

Our company is dealing with the exports of various cereals, legumes, meat and fresh fruits.

Our product range on top of avocado include groundnuts, green mung beans, sesame seeds, beans, raw cashew nuts, pigeon peas and chick peas.



## Number of employees

- Permanent 4
- Casual 50

## Volume for avocado

- For 2019 Exported avocado volume: 2 Tons
- For 2020 Expected avocado volume : 200 Tons

## Volume for other export crops

- For 2019 Exported volume: 500 Tons
- For 2020 Expected export volume available: 5,000 Tons

## Current export markets

- To Middle East
- To Asia

## Incoterms used

- FOB Dar Es Salaam Harbour
- Dar Es Salaam airport

## International logistics

- To Middle East: 10 days
- To Asia: 21 days

## Packhouse

The packing is done in a pack house located near Dar es salaam airport.



## Products exported



Avocado



Sesame seeds



Raw cashew nuts



Groundnuts



Spices



Green mung beans



## Company details

Mr Hemed Suleiman Shaibu  
Managing Director  
Dar es salaam

Phone: +255 689 373 799

Email: hemed@southerncommodities.co.tz

[www.southerncommodities.co.tz](http://www.southerncommodities.co.tz)

# Tanzanice Agrofoods Ltd



## Founded in 2017

### Location

Mikocheni B- Block B, Alley Street, P.O. BOX 60654, Dar es salaam, Tanzania.

### Company

Tanzanice Agrofood Ltd is an exporter of fresh fruits and vegetables. Their main product range includes organic avocados, passion fruits, ginger, pineapple, turmeric and soon lime and sweet potatoes.

The company produces also seed and ware potatoes

The company is buying the products from smallholder farmers from the Southern highlands of Tanzania.

Small farmers are our first partners. The company partners with farmers through contract farming.

The company trained and certified more than 331 farmers on organic and Global Gap, and before the end of Q1 2020 on Grasp certification.

The company invests in farmers by providing technical support, and providing extension services, giving the farmers training concerning good agriculture practices, market requirements, quality management and agricultural business. The idea is to make sure their products are competitive to the global market.



### Number of employees

- Permanent 20
- Casual 250

### Volume For HASS

- For 2019: 400 Tons of certified organic Hass avocados
- For 2020: 1,000 Tons organic Hass avocados
- All avocados are 100% organic and Global gap certified and are exported to the EU market.

### Volume For FUERTE

For 2020 export volume available 100 Tons Fuerte

### Volume for other comodities

- For 2019: Passion fruit 10 Tons (pilot)
- For 2020: 200 Tons

### Current export markets

To Europe

### Incoterms used

- CIF Rotterdam, Antwerp.
- CIF Amsterdam

### International logistics

- To Europe by sea 25 days from harvesting to delivery
- To Europe by air 6 days from harvesting to delivery

### Packhouse

The company owns its packing house in the Njombe region. The packing house certified organic and Global gap with a capacity of 2-3 containers per week. The packhouse is located 600 km from Dar Es Salaam harbor & airport

### Palettisation

- 264 cartons per pallet by sea
- 168 cartons by air

### Certification

- Organic GlobalGAP
- Certification in progress
- GRASP (March 2020)

## Products exported



### Fresh Avocado



Ginger, pineapples, turmeric, sweet potatoes and lime are under process.



### Passion Fruits.



### Company details

Mrs Matilda Byanda  
Marketing Manager  
Dar es salaam  
Phone: +255 712 602 452  
Email: Matilda.byanda@tanzanice.co.tz  
Antti.kuusito@luonnosta.fi

[www.tanzanice.co.tz](http://www.tanzanice.co.tz)



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