

SEPTEMBER 2024



TOP STORIES

- ▶ Regional and global buyers meet local suppliers in Bulawayo
- ▶ Zimbabwe adopts the electronic single window
- ▶ New partnership set to open doors for Halal certified exports



1 REGIONAL AND GLOBAL BUYERS MEET LOCAL SUPPLIERS IN BULAWAYO

By Karen Mukwedeya

THE RECENT assumption of SADC Chairmanship by President E.D Mnangagwa, and Zimbabwe's strategic positioning within the continent's supply routes have created a favorable environment for increased regional and continental trade.

Considering the growing interest to source from Zimbabwe, it has become more important for Zimbabwean businesses to actively participate in initiatives that accelerate these trade opportunities.

Considering this, ZimTrade, is organizing the Buyers' Seminar set for 16 October in Bulawayo, and the event will precede the Annual Exporters Conference, taking place on 17 October.

The Seminar, themed "Qala, Tanga, Start", will bring together buyers from various countries with Zimbabwean businesses to foster trade partnerships and explore new opportunities.

This Buyers' Seminar provides a unique platform for us to exchange ideas, share best practices, and explore new opportunities for growth.

This year the event will include over 10 regional and international buyers from Zambia, Botswana,

Angola, South Africa, Mozambique, Namibia, and the United Kingdom.

Beyond networking, the event offers a wealth of insights into untapped markets, consumer preferences, and industry trends.

Local companies will also get a chance to discover potential niches where their products or services can thrive and expand their export reach.

This year's event features a diverse range of sectors, from mining and consumables to processed foods, fresh produce, floriculture, leather, and building and construction.

Sponsored by Stanbic Bank and Afreximbank, the Seminar will set the stage for dynamic business development and international engagement.

One of the highlights of the Seminar is the African Buyers Program, an initiative supported by Afreximbank, which is set to be launched at the event.

The Program aligns closely with the African Continental Free Trade Area (AfCFTA) and aims to connect Zimbabwean businesses with buyers from across Africa.

Participants are encouraged to come ready to discuss their export opportunities and to send representatives who are empowered to make decisions on sales.



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2 ZIMBABWE ADOPTS THE ELECTRONIC SINGLE WINDOW

By Archford Mabuka

LOCAL COMPANIES are set to benefit from seamless trade agreements registration and issuance of certificate of origin following the adoption of the Zimbabwe Electronic Single Window.

The introduction of the new system, Zimbabwe Electronic Single Window (ZeSW), will enable Zimbabwe Revenue Authority (ZIMRA) to register companies for trade agreements electronically and issue electronic Certificate of Origin.

The new system requires all companies (even previously registered) to register the trade agreements under the Single Window System as all certificates of origin are now being issued electronically.

Key trade agreements that will be utilising the new system include European Union Interim Economic Partnership Agreement, the United Kingdom Interim Economic Partnership Agreement, COMESA, SADC and all other bilateral trade agreements.

Currently trade agreement registration is being done manually and the application process is now being moved to the ZeSW, still being managed by ZIMRA.

■ New Trade Agreement Registration procedure is as below:

1. Exporter register a profile and is given a single window profile login details from <https://esw.gov.zw/stp/#/connectid/register>
2. Use these credentials to access the ZeSW portal, submits their documents and all required information. <https://esw.gov.zw/stp/#/home>
3. As in the manual environment, ZIMRA receives the application that is, the Regional Manager or Regional Technical Manager.
4. The Manager will carry out an initial document check, if there are any queries, the application is returned to the client for redress, if there is no query, the Manager assigns the application to an inspector.

5. The Inspector carries out an in-depth documentary check and conducts a pre-registration inspection of the Exporter's promises. The Inspector arranges with the Exporter for the inspection. The Inspector will write and submit the inspection report in the system and the application is forwarded to Regional or Technical Manager.

6. The Manager will do a final verification before the application is forwarded to the HQ Origin office, if client qualifies.

7. HQ reviews the report and the application for approval or denial of the registration.

8. Once approved you will be issued with a unique identification number.

■ Issuance of Electronic Certificate of Origin

- a. a. With the ZeSW Certificate of Origin, the exporter/agent submits the application on the portal. <https://esw.gov.zw/stp/#/home>
- b. b. Exporter enters the relevant export bill of entry and information from the bill of entry automatically populates on the Electronic Certificate of Origin and submit for approval by an authorised signatory/issuer at Zimra.
- c. c. Once approved, the authorised signature is appended electronically on the Electronic Certificate of Origin. The Exporter will then print a copy of the electronic certificate of origin.

NB: The Origin Verification Stamp is still a requirement as some members states are still operating in manual environments.

EDITORIAL TEAM

Danai Majaha, Karen Mukwedeya, Shepherd Chisada, Tenson Wunganai (Designer) Archford Mabuka, Nozipho Maphala, Kingston Gwatidzo, Runyararo Mukahanana, Kudzai Magwenzi & Vivina Matswetu.



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ZITF Exhibition Centre,
Bulawayo



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Pren-Tsilya Boa-Guehe

Head: Pan-African
Institutions - Govt. Affairs
& Public Policy, Google



Dr. Ayodele Odusola

UNDP Resident
Representative for
Zimbabwe



Dr. Thebe Ikalafeng

Founder & Chairman,
Brand Africa



Dr. Elly Kamugisha

Executive Director/CEO,
Uganda Export Promotion
Board



Gainmore Zanamwe

Senior Manager: Trade
Facilitation, Afreximbank



Sanya Dino

Traffic & Sales Manager,
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Washington Dube

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3 ZIMTRADE OFFERS **TECHNICAL ASSISTANCE** TO TEA GROWERS IN THE HONDE VALLEY

By Kingston Gwatidzo

WITH GROWING interest in the export market for Zimbabwean grown tea, ZimTrade recently assisted the Honde Valley Tea Growers Association with a technical intervention, designed to help them upscale their production, as well as commercialise the project.

The Honde Valley Tea Growers Association is constituted of 1,200 small-scale holder farmers who are growing tea at a small scale for commercialization.

On average each farmer has one hectare, that is harvested for consolidation by the association for processing.

The peak seasons for tea for the association runs from November to April, when they receive the most tea from their fields for processing, and value addition for tea has been put in place as new tea processing machinery has been acquired.

Under the export development programs, ZimTrade aims at capacitating such groups to have insights on what the export market standards are and assist the groups in achieving the standards. This also falls under the capacitation of cluster groups, to aid producers of Zimbabwean products in groups to produce for the export market.

The technical intervention sought to address key elements of the project, such as commercialisation and upscaling of the project and branding and labeling for international success.

With the assistance of a ZimTrade Associate trainer, the group went through an intense two-day program, dissecting the project to identify gaps in the value chain, and putting in place solutions to the identified setbacks.

The technical interventions conducted by the associate trainers are both hybrids, including theoretical classroom classes, and practical demonstrations and practical lessons.

The technical assistance rendered to the group narrowed down the projects of the group to the production of orthodox tea, which is black tea and herbal tea, mainly because of its demand globally and its health benefits.

Tea, the second most consumed beverage in the world, is a staple in many cultures for centuries, and among the various types of tea, black and herbal tea stand out for their unique growing processes and numerous benefits to health-conscious people.

The global tea market is vast and growing, with an estimated value of US\$40 billion in 2023.

The demand for tea is driven by its increasing popularity in emerging markets, particularly in Asia and Africa.

Pakistan ranks highest in the list of importing countries, importing almost 9% of total imported tea in 2023.

The total amount of tea imported by Pakistan for 2023 stands at US\$649 million.

The United States in the same year imported tea worth US\$559,7 million which is almost 7.7 percent of the total tea imports in the said year. The United Arab Emirates imported tea worth US\$410,2 million and a total of 5.7 percent of the total tea imports of 2023.

According to the Trade Map, in 2022 Zimbabwe exported close to 13,000 tonnes of tea, amounting to US\$18.2 million in export proceeds.

This was an increase by 13.04 percent from the previous year, with Zimbabwe exporting US\$16.1 million worth of tea.

South Africa is the biggest market destination of tea from Zimbabwe, with imports of US\$17 million in 2022.

Mozambique and Zambia are the second and third destinations in the SADC region.

France, Russia, Belgium and Germany have provided markets for the premium tea blend from Zimbabwe.



4 NEW PARTNERSHIP SET TO OPEN DOORS FOR HALAL CERTIFIED EXPORTS

By Runyararo Mukahanana

THE COLLABORATION between Zimbabwe and JAKIM, a leading Malaysian Halal certification body, marks a significant milestone in the pursuit of international market expansion.

By leveraging JAKIM's expertise and rigorous standards, Zimbabwe aims to elevate its Halal certification processes to a global level.

This partnership enhances the credibility of Zimbabwean Halal products and opens access to new economic opportunities in Islamic markets.

The MIHAS is renowned for being one of the largest halal exhibitions in the world, serving as a vital meeting point for businesses and stakeholders in the halal industry.

By actively participating in this showcase, Zimbabwe aims to enhance the visibility of local brands in the market, and also facilitate valuable networking opportunities for collaboration and trade.

To boost visibility of local products in the market, ZimTrade recently facilitated the participation of five local companies at the Malaysia International Halal Showcase (MIHAS) in Kuala Lumpur, which ran from 17-20 September.

Participating companies were from sectors such as horticulture, cosmetics, natural oils, leather, honey, and processed foods.

Some of the products that spotlighted Zimbabwe's participation were unique offerings such as baobab powder and blueberries.

During the visit to the Zimbabwe Pavilion, the Prime Minister of Malaysia, Anwar Ibrahim, expressed interest in sourcing blueberries from the Zimbabwe which underscored the potential for significant growth in this sector.

With its increasing production and commitment to quality, Zimbabwe is well-positioned to become a reliable supplier of premium blueberries to the global market.

Zimbabwe has been experiencing rapid growth in production of blueberries earmarked for regional and international markets.

In the recent years, the country has been in headlines for having the fastest growing blueberry production, with export figures of the crop on an upward trend.

Available figures show that Zimbabwe's blueberry exports grew by 85 percent from US\$6,3 million recorded in 2021 to US\$11,7 million in 2022, despite a one percent decline in the global trade of the product.

The growth of the blueberry sub-sector comes on the back of several reasons, chief among them the support by the Government.

Over the past few years, President E.D Mnangagwa has focused on improving agricultural infrastructure, including the construction of dams and irrigation systems.

These efforts aim to provide reliable water sources for horticultural activities, especially in areas prone to drought.

The Second Republic has also pushed for policies that support the horticulture sector, which has resulted in the horticulture sub-sector becoming more attractive and profitable venture for local farmers.

Further to this, the national trade development and promotion agency, ZimTrade, has also intensified efforts to open new markets for Zimbabwean horticultural products through creating direct linkages between local producers and leading buyers across the world.

In addition to the Government support towards boosting production, the country's climatic conditions make it possible to produce a better quality than what is grown in other countries.

Zimbabwe has a suitable climate for blueberry farming, with temperatures ranging from 15 to 25 degrees Celsius, which is ideal for the growth of blueberries.

The country also had adequate rainfall and soil conditions that support blueberry farming.



5 FRAMEWORK AGREEMENT ON ECONOMIC PARTNERSHIP FOR SHARED DEVELOPMENT

By Kudzai Magwenzi (Opinion)

The recent signing of a protocol for phytosanitary requirements allows Zimbabwe to export avocados to China, marking a significant milestone for the country's horticultural industry.

This agreement was signed during Zimbabwean President Emmerson Mnangagwa's state visit to China, specifically at the Forum on China-Africa Cooperation (FOCAC) summit held from September 4 to 6, 2024.

The protocol establishes guidelines and measures aimed at controlling diseases and pests that could affect avocado exports.

This is crucial as it aligns with China's stringent import standards, which are designed to protect its agricultural ecosystem.

China's imports of avocados have grown from US\$92.6 million in 2022 to US\$151.23 million in 2023.

Key exporters of the avocados to China in 2023 were Peru (US\$108.15 million), Chile (US\$27 million), Kenya (US\$7.8 million), Mexico (US\$5.2 million) and New Zealand (US\$1.58 million).

In 2023, China imported 65,603 tonnes of avocados, a 59 percent increase from the 41,318 tonnes imported in 2022.

China is the 10th largest importer of fresh or dried avocados globally.

Kenya's entry into the Chinese market is noteworthy as it began exporting avocados to China in 2022 and saw its shipments rise dramatically from 444 tonnes to approximately 4,342 tonnes in 2023.

This indicates that there is room for growth for Zimbabwe's exports in the market.

Major drivers of imports of avocados by China include rising consumer awareness and health consciousness regarding the nutritional benefits of avocados.

Growing demographic trend where younger consumers, particularly women under 35 years old residing in major cities, are also driving demand. Improved supply chains and logistics that allow for fresher produce reaching consumers.

Zimbabwe primarily exports its avocados to South Africa, and the opening of the Chinese market is timely as Zimbabwe seeks to diversify its markets and increase export markets.

Zimbabwe's peak export window for avocados (March to September) will coincide with Peru and Kenya.

Zimbabwean avocados therefore need to be competitively priced with superior quality to gain market access.

The second prime window runs from November to April and Mexico was historically one of the largest suppliers to China but has seen a decline in market share recently.

Mexican avocados are known for their creamier texture but have a relatively higher loss rate during transportation.

Chile comes to market earlier than Mexico as exports are recorded from September.

The increasing demand for high-quality fresh avocados in China has led to a diverse range of sources for these imports, with an emphasis on maintaining quality throughout transportation.

The Hass avocado is the most popular variety among consumers and is known for its creamy texture and rich flavour.

It is widely cultivated in various countries and has become a staple in avocado imports to China. The signing of this protocol opens doors for avocados and sets a precedent for pursuing similar agreements for other high-value crops such as blueberries, chillies, pecans, and macadamia nuts. Expanding market access is seen as vital for economic growth and enhancing the livelihoods of local growers.

COMPLIANCE MEASURES

The Plant Quarantine Services Institute (PQSI) of Zimbabwe plays a crucial role in ensuring that the country's avocado exports meet the standards set by the General Administration of Customs of China.

Exporters are therefore advised to contact PQSI to get assistance on specific regulatory frameworks and standards that must be adhered to for successful entry and operation.



6 AFCFTA EXPORT READINESS TRAINING FOR **SMALL BUSINESSES**

By Nozipho Mapala

WITH WOMEN and youth representing significant contributors to Africa's entrepreneurial landscape, the United Nations Development Programme (UNDP) in conjunction with ZimTrade, has recently spearheaded a series of transformative export readiness trainings for women and youth under the African Continental Free Trade Area (AfCFTA) framework.

This initiative, focused on preparing Micro, Small, and Medium Enterprises (MSMEs) for regional and international trade, is part of a broader effort to leverage the AfCFTA's economic opportunities for marginalized groups in Africa.

The AfCFTA Export Readiness Trainings, held in all the country's ten provinces, aimed at equipping them with the skills and knowledge required to thrive in the competitive trade environment opened by the free trade area.

The training sessions covered a range of topics, from navigating export procedures to understanding the intricacies of trade regulations and compliance within the AfCFTA.

The AfCFTA, which is set to become the world's largest free trade area by connecting 55 African countries with a combined GDP of \$3.4 trillion, offers immense potential for MSMEs.

However, many small businesses face hurdles in accessing these opportunities due to a lack of

export knowledge, limited financial resources, and complex regulatory environments.

This initiative, therefore, focused on breaking down these barriers by ensuring that women and youth in MSMEs understand the fundamentals of exporting under AfCFTA regulations.

Key areas covered included market access and trade agreements, export logistics and procedures, product quality standards.

Given the importance of understanding the need to meet international standards, the sessions also delved into compliance with sanitary and phytosanitary measures and certification requirements.

As global markets increasingly move online, the training also covered the importance of leveraging digital platforms for marketing and sales, helping participants understand the value of e-commerce for reaching new customers.

Women and youth in Africa often face systemic challenges, including limited access to financial services, information, and networks that are crucial for successful business operations.

The UNDP's training aimed to bridge these gaps, offering targeted support to ensure these key demographic groups can effectively participate in the AfCFTA market.

Speaking at one of the sessions, UNDP's local

representative highlighted the critical role women and youth play in Africa's economic development. "By empowering women and young entrepreneurs to enter export markets, we are not just creating business opportunities but also contributing to inclusive growth and poverty reduction," she said.

Participants in the program expressed their gratitude for the training, noting how it opened their eyes to new opportunities within the AfCFTA.

One participant, a young entrepreneur in the fashion industry, said, "I did not realize how accessible some of these regional markets could be for my business."

"This training gave me the tools to not only understand the export process but also the confidence to take that next step."

Another attendee, a female-led agribusiness owner, emphasized the value of the training in improving her products' marketability.

"I learned so much about quality standards and how to make my products more competitive."

"I now know what international buyers are looking for, and I feel ready to expand my business into new markets."

The AfCFTA Export Readiness Training aligns with broader continental efforts to promote inclu-

sive economic growth by ensuring that marginalized groups, such as women and youth, are not left behind in the global economic transition.

By helping MSMEs understand and navigate the complexities of international trade, the UNDP is laying the foundation for long-term growth and sustainability.

With the AfCFTA in its early stages of implementation, the timing of the training is critical.

By enhancing the capacity of women and youth in export trade, the UNDP is contributing to individual success stories and also fostering a more integrated and resilient African economy.

As Africa enters this exciting new phase of regional integration, women and youth, with the right training and support, can be pivotal drivers of the continent's economic transformation.

ZimTrade continues to partner with various development cooperative partners to push the AfCFTA agenda in Zimbabwe, growing the country's export footprint across the continent, and leaving no one behind.

MSMEs eyeing export markets are free to visit any of the ZimTrade offices in Harare, Bulawayo and Mutare for free advisory services and assistance.





7 GLOBAL MARKET OPPORTUNITIES FOR BERRIES AND THEIR VALUE ADDED PRODUCTS

By Vivina Matswetu

THE GLOBAL demand for berries is on the rise due to increased consumer awareness about their health benefits and the growing preference for natural and organic products.

The global berries market is expected to grow significantly, with an estimated market size of US\$26,56 billion in 2024, projected to reach US\$31,86 billion by 2031.

The demand for berries is being driven by their nutritional benefits, such as high levels of vitamins, antioxidants, and fiber, which resonate with health-conscious consumers.

The United States is a major importer of berries, especially strawberries, blueberries, and raspberries. The market is characterized by the popularity of berries in fresh, frozen, and processed forms, such as juices and jams.

In Europe countries such as Germany, the United Kingdom, and the Netherlands are significant markets for berries.

There is high demand for fresh berries and value-added products like berry-based snacks and beverages and finally, the Asia-Pacific region is witnessing the fastest-growing berry market, with increasing consumption in countries like China and Japan.

The Asia-Pacific berry market is rapidly growing due to increased health consciousness, a rising middle class with more disposable income, the growth of e-commerce, demand from pharmaceutical and cosmetic industries, and the popularity of berries as superfoods.

■ Potential for export growth

Zimbabwe's blueberry exports grew by 85 percent from US\$6,299 million recorded in 2021 to US\$11,668 million in 2022.

Zimbabwe has the potential to become a significant player in the global berry market due to the following reasons:

Zimbabwe's favorable climate and fertile soil are ideal for cultivating high-quality berries like strawberries, blueberries, and raspberries.

To enhance export quality and shelf-life, investment in cold chain logistics and processing facilities is crucial.

It is also important to diversify the markets, targeting emerging markets in Asia and established ones in Europe and North America.

Adopting international quality standards and obtaining certifications such as GLOBAL G.A.P

and organic certifications will also aid in boosting global competitiveness.

Emphasizing sustainable farming practices and eco-friendly packaging will attract environmentally conscious consumers.

To guide Zimbabwe's positioning in the global market drawing from case studies of successful berry export strategies from other regions that provide practical insights that can further enrich the sector is imperative.

To create a strategy for the Zimbabwean berry industry, the following key issues can be emulated.

Risk Management: Exporting fresh blueberries involves thin margins and complex logistics.

Oregon Berry Packing in the United States of America faced challenges in maintaining the quality of berries during international shipping and managing financial risks associated with non-paying clients.

The company successfully expanded its export market, leveraging trade credit insurance to mitigate risks and maintain high-quality standards during shipping.

Strategic Planning: Developing a comprehensive export strategy to identify target markets and investment opportunities imperative for the success of any exporting country.

To position itself effectively in the berry sector,

Zimbabwe should develop a comprehensive export strategy that includes thorough market research to identify high-potential markets, particularly in the Asia-Pacific region.

Forming strategic partnerships with international buyers and ensuring compliance with international quality standards will enhance competitiveness.

A strong marketing and branding strategy, emphasizing sustainable practices and eco-friendly packaging, will appeal to global consumers.

Additionally, supportive government policies and incentives can further boost the sector's growth and attract investment.

Global Supply Chain: Establishing a robust supply chain for year-round availability and maintain strong relationships with international buyers to position Zimbabwe as a reliable exporter is crucial.

Zimbabwe can learn from Driscoll's experience by investing in research and development to introduce new premium berry varieties that cater to consumer preferences.

By taking these steps, Zimbabwe can effectively meet international quality standards, navigate potential challenges, and successfully promote its sustainably sourced berry products globally.





8 OVERVIEW OF GLOBAL MARKET FOR BANANAS

By Nozipho Mapala

AGRICULTURE REMAINS a crucial cog in Zimbabwe's economy, particularly for the rural communities.

This explains why President E.D Mnangagwa's Second Republic has prioritized the agricultural sector to drive economic development and improve livelihoods.

On many occasions President Mnangagwa has consistently underscored the pivotal role of the agricultural sector in fostering economic growth and improving livelihoods, which has seen the Government completing several projects – including infrastructure development – to support agriculture ventures.

Government initiatives like Pfumvudza, which promotes broad-based economic empowerment, have boosted agricultural productivity and ensured no one is left behind.

The integration of modern agricultural techniques with traditional knowledge have helped in increasing resilience against climate change, ensuring sustainable farming practices.

Improved infrastructure, such as the construction of dams and roads, have further supports the agricultural sector by facilitating easier access to markets.

With a renewed focus, the agriculture sector has been a transformed into a key driver in unlocking economic opportunities, including access

to export markets by rural communities, who constitute most Zimbabwe's population.

What is important going forward is focusing on high-value crops such as bananas, that do well on Zimbabwe's soils.

Bananas are one of the most widely consumed fruits globally, making banana export a significant aspect of international trade.

The main reason for the increased bananas consumption is due to its nutritious benefits such as maintenance of a healthy heart and blood pressure.

Zimbabwe, with its favorable climate and rich soil, is well-positioned to capitalize on this demand and increase its exports.

■ Global market demand

According to the Trade Map, the market for bananas grew from US\$16,23 billion in 2016 to US\$16,97 billion in 2023.

The major importers of the product include United States of America (US\$3,15 billion), Germany (US\$1.16 billion), China (US\$1.08 billion), Japan (US\$961 million) and Netherlands (US\$911 million).

The largest importers of bananas are the European Union followed by United States of America, the markets the Zimbabwean companies can target for their produce.

■ Bananas varieties

The global banana export industry thrives on the demand for various banana varieties.

Zimbabwe farmers can consider focusing on the popular banana varieties that are in high demand in the global market such as Cavendish, Gros Michel, Lady Finger, Williams and Plantains amongst others.

Cavendish is the most widely traded and consumed banana variety worldwide due to its consistent quality and longer shelf life.

They have a firm texture and a creamy, sweet taste and are suitable for various uses, including fresh consumption, baking, and processing into banana-based products.

They are grown in several countries, including Ecuador, the Philippines, Costa Rica, and Honduras.

The Gros Michel variety, even though it's susceptible to Panama disease, it is still in demand due to its sweet taste and creamy texture.

The Lady Finger bananas are popular in Asia and are gaining traction in Western markets.

Overall, most varieties such as Gros Michel, Lady Finger, Plantain, Red bananas, and niche varieties cater to specific consumer demands and regional culinary traditions.

Understanding the range of banana exports and their unique characteristics helps meet the global demand for bananas and supports the economies of banana-exporting countries.

By focusing on these varieties, Zimbabwean farmers can tap into the global market demand and increase their export potential.

However, it's essential to consider factors like climate, soil, and disease resistance when selecting varieties for cultivation.

To increase productivity and competitiveness, the Zimbabwe farmers must address challenges like disease management, irrigation, and logistics.

■ Market Behavior

The market for bananas is complex in nature and farmers are encouraged to invest their time in understanding the market dynamics so that they get the best out of it.

For a start, the buyers are price-sensitive, and prices fluctuate based on supply and demand.

Although banana demand is relatively consistent, supply varies by season affecting prices in general.

The farmers must take advantage of their window periods to maximise profits. Consumer preferences are changing with time.

Over the past years, there has been an increased demand for organically certified, fair-trade, and sustainable products.

The market has also witnessed an increase in demand for value-added products like banana puree, juice, and chips.

Most buyers prefer to deal with markets their countries have trade agreements with.

Trade agreements, like the SADC, COMESA and EU's Economic Partnership Agreement, influence market access and tariffs.

Zimbabwe can leverage its proximity to South Africa, a significant market for bananas, and explore opportunities in the SADC region.

Zimbabwe can also increase its banana exports to the EU, taking advantage of the EU's duty-free and quota-free access under the Economic Partnership Agreement.

The main competitors for bananas in the global arena include Costa Rica, Philippines, and Ecuador.

They are the price setters due to the volumes they supply the market.

Some market requirements

To be able to supply the international market, the farmers are advised to observe specific requirements such as quality, packaging, and certification.

In terms of quality, the product should be bright yellow in colour, have a firm texture, and no bruises or blemishes.

Attaining global certifications and standards will create easy access to markets and farmers are encouraged to consider Global GAP, Fairtrade, and Organic certifications.

Packaging also influences buyer decisions, and it must be attractive, functional, durable, and food-grade packaging to maintain freshness.

Buyers also insist that labelling must be clear with product information, country of origin, and handling instructions, and the products must comply with food safety regulations, like HACCP and ISO 22000.

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