



Horticultural
Development Council

BLUEBERRY

THE ZIMBABWE STORY



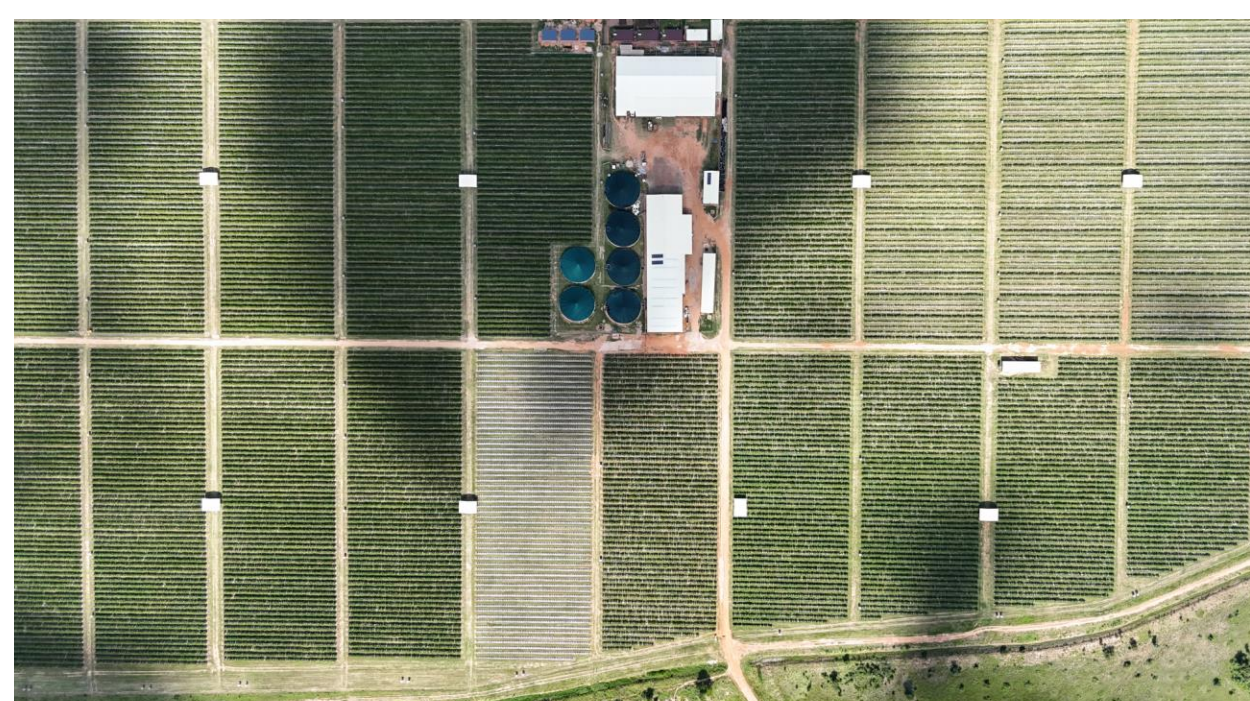
WHERE WE STARTED

- 🎯 First blueberry plantings in 2008
- 🎯 Zimbabwe's first commercial blueberry exports in 2017



WHERE WE ARE

- 🎯 Zimbabwe recorded the fastest growth in blueberry exports in 2023
- 🎯 2023 Production: 5,500 metric tonnes
- 🎯 Current production area: 570 hectares
- 🎯 Value of exports: US\$32 million
- 🎯 2024 Projection: 8,000 metric tonnes



WHERE WE'RE GOING

- 🎯 Next 5-7 years: 1,500ha target
- 🎯 Production: 30,000 tonnes at peak



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ZIMBABWE'S BIG BERRY ADVANTAGE

- 🎯 Demand for healthy foods is growing globally, and Zim is best placed
- 🎯 Zimbabwe has unique climatic growing conditions for blueberries
 - These conditions give Zimbabwe unique size, taste and texture
 - This meets demand among high-end consumers in developed markets
- 🎯 Our harvest window gives us market access ahead of other major competitors
 - Zimbabwe harvest is May-October, with peak production in **July, Aug, Sept**

Zimbabwe's historical "Agricultural DNA"

- Skills and experience across all agriculture chains
- High literacy means our labour force quickly adapts to technology and information
- 🎯 Logistics and cold-chain systems get our product to market in peak condition
- 🎯 Efficient extension services



OPPORTUNITIES

- 🎯 Steps underway to establish the China / India protocol
 - This will give Zim Berries access to the world's biggest markets
- 🎯 Value addition and processing opportunities
- 🎯 Infrastructure development - pack sheds and cold storage
- 🎯 Working with the Zimbabwe Investment Development Authority (ZIDA) to establish special economic zones and sector-specific benefits
- 🎯 Breeding genetics locally

WHAT ZIMBABWE NEEDS

- 🎯 Land tenure security will encourage long-term investment
- 🎯 Favourable government policy (on the exchange rate and currencies, taxes, utilities)
- 🎯 Patient Capital: We need support from African development banks



