THE UNITED REPUBLIC OF TANZANIA

MINISTRY OF AGRICULTURE

TEA BOARD OF TANZANIA

Tanzania Tea Industry Development Strategy (TTIDS) 2025 -2035

AJENDA 10/30
KILIMO NI BIASHARA

TEA FARMING

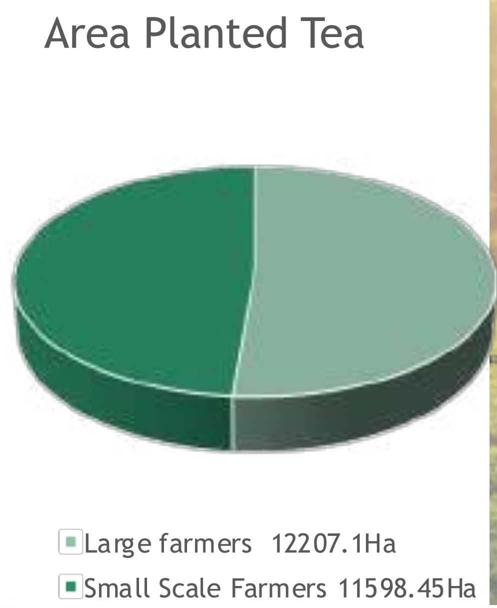
Tea growing environment

Tea in Tanzania is among the tradition cash crops growing well in prime geographical conditions in Southern Highlands and North-East Zone, due to high altitudes (800-2500m), rich, volcanic, acidic, and well-drained soils, and an optimal climate with sufficient rainfall (around 1200-2000mm annually) and temperatures between 12°C and 30°C.

These elements support the cultivation of high-quality tea, with the volcanic terrain providing fertile soil and the high elevations offering suitable temperatures and humidity for the Camellia sinensis plant.

...tea grown areas

- Mbeya (5,563 Ha) has 15,233 farmers
- Njombe - (7,843 Ha) 6,810 farmers
- Iringa - (6,611Ha) 2,111 farmers
- Tanga - (6,493 Ha) 6,183 farmers
- Kagera - (1,628Ha) 312 farmers and
- Mara - (71 Ha) has 357 farmers
- Total area occupied by SSF is 14,776 Ha
- LSF occupy an area of 12,438 Ha Districts that produce tea: There are 12 Districts (Rungwe, Njombe, Ludewa, Wanging'ombe, Mufindi, Kilolo, Muheza, Lushoto, Korogwe, Bukoba, Muleba & Tarime)



ECONOMIC IMPORTANCE OF TEA

Livelihoods and employment

- Tea production and processing provides a source of income for millions of families, particularly in developing countries.
- As a labor-intensive sector, it creates jobs, especially in remote and economically disadvantaged areas.
- Smallholder farmers often depend on tea as their main source of subsistence.

Foreign exchange and economic growth

- Tea exports generate billions of dollars in revenue for producing countries, supporting their economic growth.
- These export earnings help finance food import bills, contributing to national economic stability.
- Tea is one of the most important cash crops, playing a significant role in rural development and food security in exporting nations.

Contribution to the global economy

- The tea industry is a multi-billion dollar sector that supports the global economy.
- It creates employment opportunities not only in cultivation and processing but also in associated industries like bottling and transportation.

National economic importance of tea

Area growing tea
27,214Ha

Indirect employment 2M

Tea small scale farmers
31,169

Annual Production
22,772MT

USD 78.6 Million

Direct employment
50,000

In 2025, tea contributed 0.96% in USD 3.5B of the foreign income earned from the agriculture sector.

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Tea Global &Regional Production

Factors which leads to global tea production

Consumers' preferences increased willingness to spend on a wide variety of products are driving manufacturers to bring high-quality, unique blends to market.

The use of high technology along the value chain, proper variety which matches with the market demand;

Geographical position infuences wether (Hills and mountaneous)

Regional tea production

- African tea production is influenced by:
  - Environmental factors like climate, elevation, and rainfall, alongside
  - Market prices: Fluctuating prices and global supply and demand can impact profitability.
  - Financing: Lack of adequate financing hinders investment in improvements and expansion.
  - agronomic practices such as soil management, cultivar selection, and proper planting techniques.
  - Government policies: Incentives such as subsidies, credit, and research services can support production, but their effectiveness can vary.
  - Labor: Shortages and costs associated with labor can be a challenge.
  - Market access: Farmers and producers face challenges in getting their product to market.
  - **Economic factors like market** prices, access to credit, government incentives, and production costs also play a significant role, while challenges include low yields, aging infrastructure, and market access.
  - Production costs: High production costs relative to returns can make farming unprofitable.
  - Innovation and strategy: A lack of innovation or a lack of sustainable business strategies can limit growth.

Global & Regional tea production

Global tea production is led by China, which is expected to produce over 50% of the world's total, with an estimated 3 million+ metric tons in 2024. India remains the second-largest producer, with approximately 1.3 million metric tons. Overall global tea market value is estimated at $80.9 billion for 2024.

- **China:** Expected to produce over 3 million metric tons, representing over 50% of the global total.
- **India:** Expected to produce about 1.3 million metric tons, and has recently achieved a 10-year high in exports.
- **Kenya:** Ranks third in production with approximately 570,000 metric tons.
- **Sri Lanka:** Ranks fourth with about 280,000 metric tons.

Top African tea producers

- Kenya: Was the largest African producer in 2024, with output ranging from approximately 305,000 to 570,000 metric tons.
- Rwanda: Considered a significant tea capital in Africa, though precise 2024-2025 production figures are not in the results.
- Malawi: Another key tea-producing country in Africa, with 2024-2025 figures not yet consolidated in the provided sources.

Tea Global &Regional Production

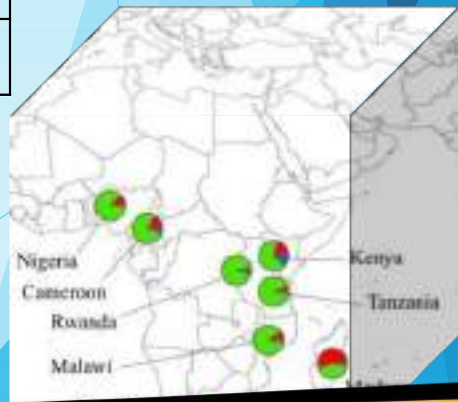
Global tea producers

NO.	Country	Production (MT)
1	China	2.4
2	India	1.3
3	Kenya	598,000.47
4	Srilanka	262,000.16
5	Vietnam	185,000
6	Turkey	175,000
7	Indonesia	124,000.2
8	Japan	89,000
9	Iran	85,000
10	Argentina	70,000

Regional tea producres

NO.	Country	Production (MT)
1	Kenya	570,000
2	Rwanda	40,000
3	Tanzania	22,772
4	South Africa	20,000
5	Burundi	41,800

Source: https://a-z-animals.com/blog/discover-the-countries-that-produce-the-most-tea/



Tanzania Tea Supply chain

Despite the observed slightly change in tea production compared to the year 2023/2024, farmers still experience low production, and productivity of GLT among others is due to it is ussually affected among others by the following factors :

Inputs production and supply (Researchers, Fertilizers, seedlings),

Cultivation (SSF, Estates, harvesting tea leaves collection ,

Processing (withering, rolling, fermentation, drying) into "made tea", speciality tea, .

Blending, packaging, Distribution, trade (auction, direct sales(**Merchants and Traders**) Consumption

Electricity outages and poor road infrastructure especially in the heavy rain seasons (Lowers production of made tea)

Taxes, fees and other levies

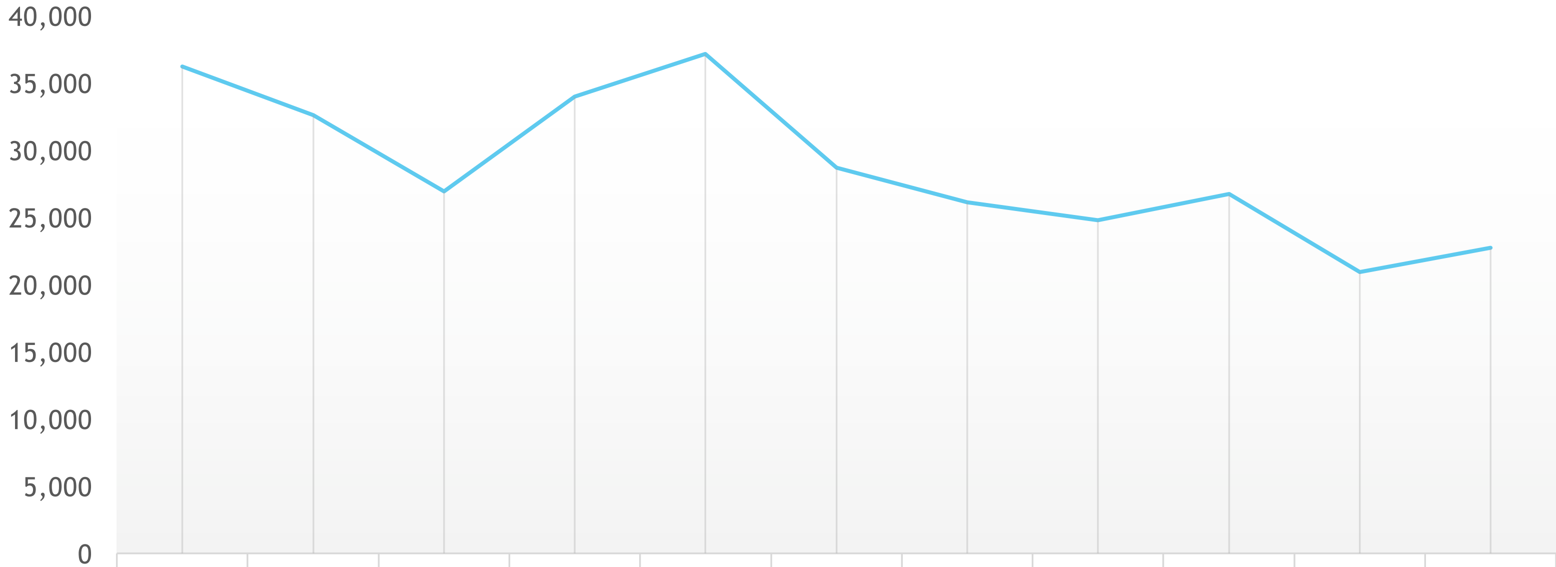
Poor technologies along the supply chain which includes use of clonal seedlings, timely fertilizer application (Leads to high production and operational costs)

Climate change effects (Lowers production and productivity)

Mono comodity dependence which leads to lower tea price (Narrows choices of the preferred teas and other non edible commodities, keeps tea prices low compared to the most preferred teas like matcha, honjitcha, orthodox etc.

Factories closure and tea fields abandonment (Lowers production and productivity)

Tea production in Tanzania



24,533	22,814	17,680	21,651	23,448	16,895	12,340	14,021	16,074		[illegible]
11,735	9,815	9,295	12,360	13,745	11,820	13,817	10,804	10,680		[illegible]
2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25

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Tea Value addition in Tanzania

Investing in tea value addition in Tanzania is important because it increases economic gains by processing the crop into higher-value products, creates more jobs, generates foreign currency and government revenue, and ensures farmers receive a larger share of the profits.

This strategy helps transform the tea sector by strengthening supply chains and promoting sustainability, moving away from the sale of low-priced raw materials to higher-priced processed goods.

Economic benefits

- **Increased profitability:** Processing raw tea into products like ready-to-drink beverages or higher-quality grades significantly increases its market value compared to selling raw leaves.
- **Job creation:** Value addition requires more labor for processing, packaging, and marketing, which creates more employment opportunities beyond the primary cultivation stage.
- **Boosted foreign exchange and revenue:** By exporting processed and finished tea products, Tanzania can earn more foreign currency and generate more tax revenue for the government.

Farmer and community benefits

- **Higher farmer income:** When processing facilities are closer to the farmers, they can capture more value. For instance, Kenyan smallholders who own factories receive more than 70% of the final made-tea price, compared to the 37% received by many Tanzanian farmers.
- **Empowerment and sustainability:** Supporting smallholder ownership of processing facilities, as the government is doing, empowers farmers and helps them retain profits locally, contributing to rural development and economic self-sufficiency.
- **Improved quality and market access:** By investing in modern factories and processes, the quality of Tanzanian tea improves, making it more competitive in the global market and opening up new opportunities.

…value addition

Tea factories in the country are owned by private companies except of two factories which is owned in partnerships by private company (70%) and farmers (30%) which is currently closed down.

There are 46 factories for tea production, blending and packaging among them include:

(2 international and 7 local) 9 Tea traders

20 Blending and packing factories

4 Specialty tea production (owned by Sakare AMCOS in Korogwe, Machare which is in Kilimanjaro, owned by HDX Kilolo and Mlangali Tea Estate in Lupembe)

22 Factories for CTC balck tea production

…value addition

Significances of investing in value addition

Reduced waste: Processed tea products have a longer shelf life, which helps reduce spoilage and contributes to a more stable food supply.

Sector revitalization: Investing in value addition is a key part of the government's strategy to revive and transform the tea industry, moving it from a sector with low profitability and high costs to a more competitive and dynamic one.

Stable income: Processing tea into various products fluctuations in commodity prices. can provide more stable and predictable income for farmers, helping them better cope with

GLOBAL TEA TRADE

1. World tea exports increased annually by 0.5 percent over the last decade. Black tea exports registered a minor increase of 0.1 percent, owing to increasing shipments from Kenya and India, which more than offset reduced shipments by Sri Lanka, the second largest exporter of black tea.

2. Green tea exports increased by 2.3 percent, mainly driven by increased sales by China and Viet Nam.

3. In the medium term, exports of black tea are projected to increase by 1.4 percent, on the back of expected larger shipments by Kenya, confirming the country's rank as the largest exporter, followed by India, Sri Lanka, Argentina, Viet Nam, Uganda and the United Republic of Tanzania.

4. World green tea exports are expected to grow at a faster rate over the medium term, by about 4.0 percent per year, driven by foreseen sharp increases in sales by the top three exporters.

5. China is expected to continue to dominate the green tea export market, accounting for over 70 percent of global green tea exports and registering an annual increase of 3.6 percent up to 2030, followed by Viet Nam, with a share of over 20 percent.

6. In terms of growth rates, Viet Nam and Japan are projected to lead, respectively, at 7.0 percent and 6.5 percent.

Tea trade

It is attributed to the rising health consciousness among consumers, who are increasingly aware of the health benefits of tea, including its ability to reduce inflammation and promote relaxation.

- Asia Pacific dominated the global tea market with a revenue share of 34.7% in 2024.
- By product, the black tea segment dominated the market with the revenue share of 38.8% in 2024.
- By distribution channel, the hypermarkets & supermarkets segment dominated the market with a share in 2024.
- It is articulated that 2024 Market Size is USD 17.42 Billion
- It is projected that 2030 Market Size will be USD 24.61 Billion

...Trade

Factors affecting global tea trade

Prospects

Health and wellness trend: There is a strong and growing demand for teas with functional benefits, such as immune-boosting or stress-relieving properties, along with a continued preference for natural and organic products.

E-commerce expansion: Online retailing is expected to grow significantly, offering a wider selection of products and creating opportunities for niche and specialty brands to reach a global audience.

Product innovation: The market is seeing innovation in new products like nitro teas, which provide unique textures and flavours, as well as a greater focus on value-added and specialty teas

Emerging issues

Sustainability challenges: *The industry faces mounting pressure to become more sustainable, particularly in large producing countries like China and Kenya, due to environmental concerns and climate change*

Supply and demand imbalances: Factors like climate shocks (e.g., crop shortfalls) and geopolitical events (e.g., the war in Ukraine impacting imports to Russia) can create supply disruptions and affect prices

Structural rigidities: Inefficient supply chains and a lack of market transparency can hinder the industry's ability to effectively respond to changing consumer demands

Tea Prices

General price trends

1.The Food and Agriculture Organization (FAO) reported that the FAO Tea Composite Price declined by about 9% in 2023, to $2.54 per kg, after increasing by 14.5% in 2022

2. This decrease was attributed to higher tea availabilities, slower demand, and a scarcity of high-quality teas.

3. Despite a recent decline in the monthly average, the overall composite price is down from one year ago.

These prices are attributed by several factors which include:

Consumer preferences: There is a growing demand for green and specialty teas, which can create imbalances in the market compared to more traditional black tea varieties.

Supply and demand: Recent price trends are heavily influenced by supply and demand. For example, a shortage of matcha leaves against a surge in demand has more than doubled matcha prices.

Climate change: Changing weather patterns and extreme heatwaves are impacting tea harvests, affecting supply and creating price pressures.

Geopolitical tensions and tariffs: International political conflicts and new tariffs on major tea-producing countries like India, Sri Lanka, and Vietnam are disrupting trade flows and pushing up import

Economic activity: The slowdown in the global economy has dampened both domestic and international demand for tea, contributing to surpluses in some markets.

Specific price examples

Matcha: Prices have surged, with the cost of tencha (the raw material for matcha) reaching a record high at an auction in Japan in May 2025.

Black tea from Tanzania: The export price has followed a general declining trend over the last five years, though there was a slight increase in 2021. In the year 2025, the price showed an increase from less than a dollar to USD 2.5 for the direct selling and up to USD 1.55 for the teas sold through the auction

Future outlook

Future prices will likely depend on the ongoing balance between supply and demand, the impact of climate change, and the resolution of geopolitical and trade issues.

Some reports predict that medium-term projections suggest an equilibrium in black tea supply and demand around USD $2.81 per Kg in nominal terms for 2023, though real prices may be lower.

Global tea prices

As of September 2025, the monthly tea price is $0.0294 USD/kg

. Prices have experienced volatility due to geopolitical tensions, climate instability impacting production, rising costs, and supply chain disruptions. The global tea market is projected to continue growing, though price instability is expected to persist.

TEA MARKET

The international tea market is growing by rising demand in developing economies though traditional markets are stagnating due to competition from other beverages other than tea.

Emerging issues which drive tea market: need for greater sustainability in production, volatility in prices influenced by climate and supply, and structural challenges like lack of market transparency.

Prospects issues: include growth in health-focused and specialty teas, the expansion of e-commerce, and product innovation like nitro teas.

Growth in developing economies: Per capita tea, Africa, and Latin America, fuelling overall global consumption has increased in countries across East Asia growth.

Decline in mature markets: Consumpti on in developed European and North American markets is declining due to competition from coffee, bottled water, and other soft drinks.

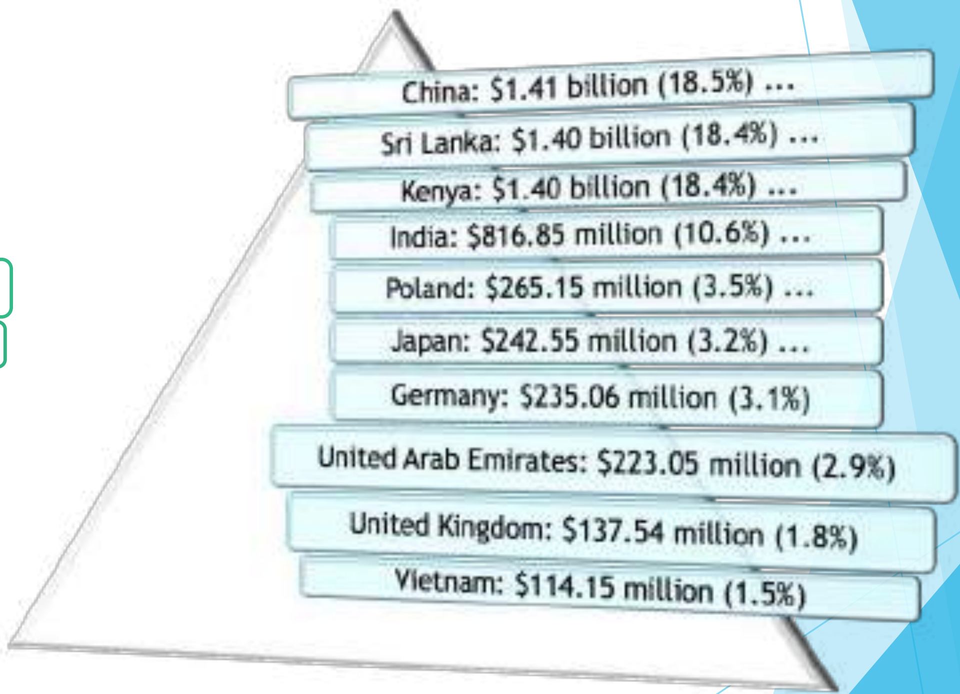
Price volatility: After increasing significantly in 2022, global tea prices fell in 2023 due to increased supply and slowed demand, with a global economic slowdown adding pressure.

Tea export and import

Below are the 10 countries that imported the highest dollar value worth of tea during 2024.

- China: $1.41 billion (18.5%) ...
- Sri Lanka: $1.40 billion (18.4%) ...
- Kenya: $1.40 billion (18.4%) ...
- India: $816.85 million (10.6%) ...
- Poland: $265.15 million (3.5%) ...
- Japan: $242.55 million (3.2%) ...
- Germany: $235.06 million (3.1%)
- **United Arab Emirates: $223.05 million (2.9%)**
- United Kingdom: $137.54 million (1.8%)
- Vietnam: $114.15 million (1.5%)

The top 10 leading tea exporters by country in 2024-25, as per the global tea export data, are:



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Tanzania tea trade

Market segments

Tanzania primarily produces black tea, utilising CTC (Crush, Tear, Curl) and orthodox leaf processing methods. Although green tea is also produced, it is in smaller quantities

It is divided into:

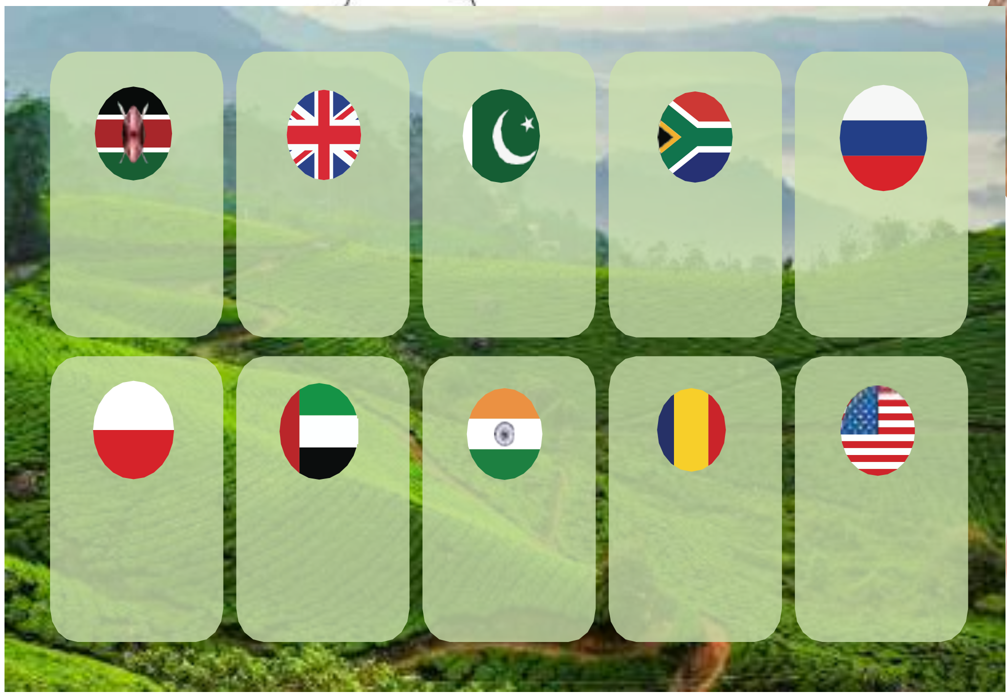
- Green Tea leaves from the farmer;
- Made tea;
- Bended tea;
- Packed and branded tea

Tea prices of one Kg of made tea in Tanzania ranges from 0.9USC 1.5USD at the auction

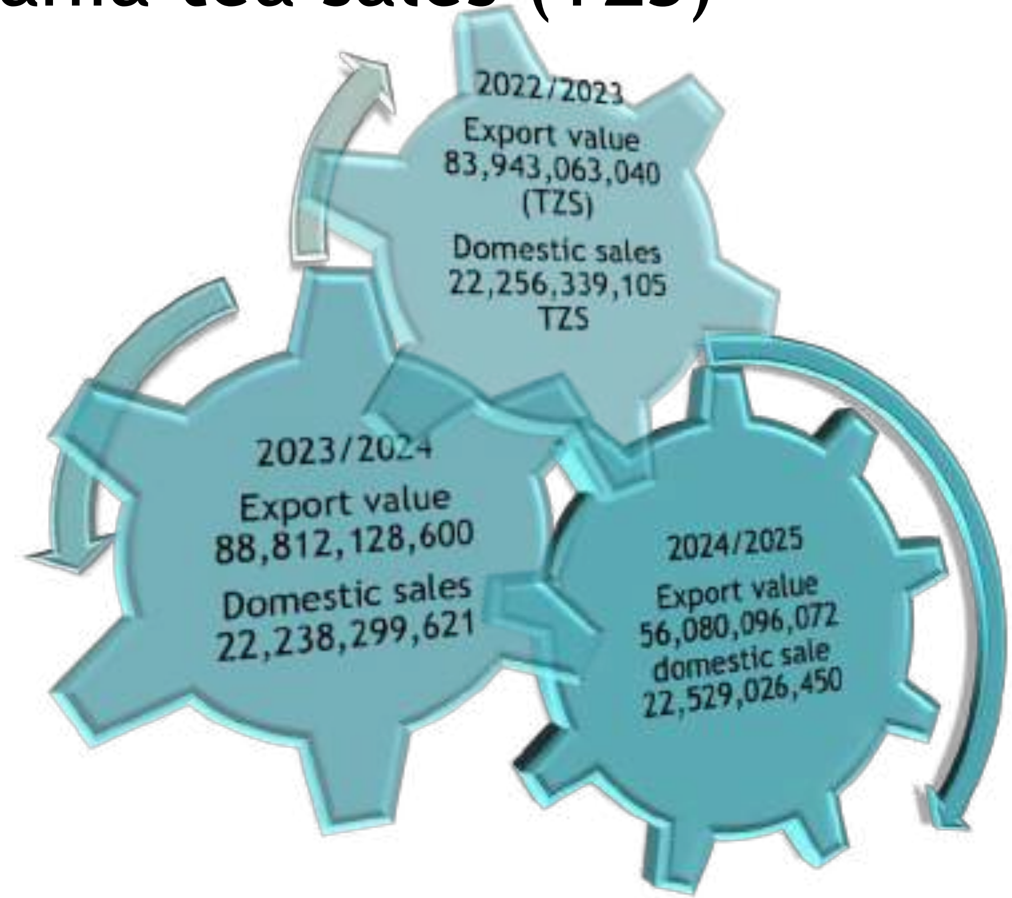
For the direct sales it ranges from 0.9USC to 2.5USC

For the blended teas it ranges from 2.5USD to 3.45USD

External markets for Tanzanian tea



Tanzania tea sales (TZS)



TTIDS 20

1.1 Background information

- The Tanzania Tea Industry Development Strategy 2025 – 2035 is a roadmap document for the development of Tea Industry in Tanzania towards a transformed, vibrant and sustainably competitive in the domestic, regional and international markets;
- The new strategy is developed following ending of 2012 – 2021 Tea Industry Strategy;
- Emerging government priorities in agriculture;
- Transformed Tea Industry era.

Despite the successes of the 2012 - 2021 document, several challenges have hindered its successful implementation, which are:
Limited use of irrigation systems;
low farm production and productivity;
few application of good agricultural practices and low use of inputs such as improved tea seedlings, fertilizers
inadequate extension services to guide farmers on improved practices along the supply chain;
limited access to credit to help in insufficient local skills and knowledge base, limited technologies, weak marketing information system, insufficient coordination.

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- The TTIDS 2025 – 2035 focuses on **increasing production and quality, enhancing value addition, diversifying markets, and strengthening the "Tanzania Tea" brand.**
- Key Strategic Areas include:
- **Expansion of Tea Cultivation:** Tea expansion program, which includes providing free tea and agroforestry seedlings to farmer cooperatives to revive abandoned tea farms of SSF and estates in order to increase the total land under tea cultivation.
- **Enhancing Productivity and Quality:**
  - **Farmer Training:** Providing regular training to farmers and pluckers on new, sustainable farming techniques and quality standards through by ensuring that VSS is well practiced, establishment of model farms and "Farmers Field Schools".
  - **Input Provision:** Ensuring efficient fertilizer is timely applied, clonal seedlings which comply with the market and distributing essential infrastructure like collection trucks and electronic weighing scales.
  - **Research & Technology Transfer:** Developing and deploying market-driven tea varieties, managing pests and diseases, and improving soil fertility management.

...TTIDS

- **Strengthening Global Market Positioning and Export Earnings:**
  - **Branding:** Fostering the "Tanzania Tea" brand to the world stage to move it from a commodity to a premium product
  - **Market Diversification:** Exploring new markets (e.g., Japan, Oman, Saud Arabia, Qatar, Russia, China, Sri Lanka, Sudan) beyond like Dar es Salaam Online Tea Auction (DOTA).
  - **Direct Sales:** Increasing the share of tea sold directly to buyers.
  - **Trade Logistics:** Improving trade logistics and quality standards to meet international market requirements.
- **Sustainability and Inclusivity:** The strategies emphasize climate resilience, by use of clean energy in the processing and blending facilities, use of irrigation in tea farming to ensure tea supply throughout the year, inclusive markets, and creating job opportunities, particularly for women and youth, ensuring the sector's long-term viability and the improved livelihoods of smallholder farmers.
- **Public-Private Partnerships (PPPs):** Utilizing PPP arrangements to secure investment, manage plantations and factories, and drive growth.

Procedures followed for the preparation of TTIDS

Formation of task force Documents Review and 1. 1. hiring of con

2. Internal and external consultative meetings;

3. Soliciting Stakeholders Opinions and inputs of the TTIDS 2025 – 2035;

4. The Task Force incorporated the views and opinions from the Ministry and the stakeholders;.

TTIDS 2025-2035

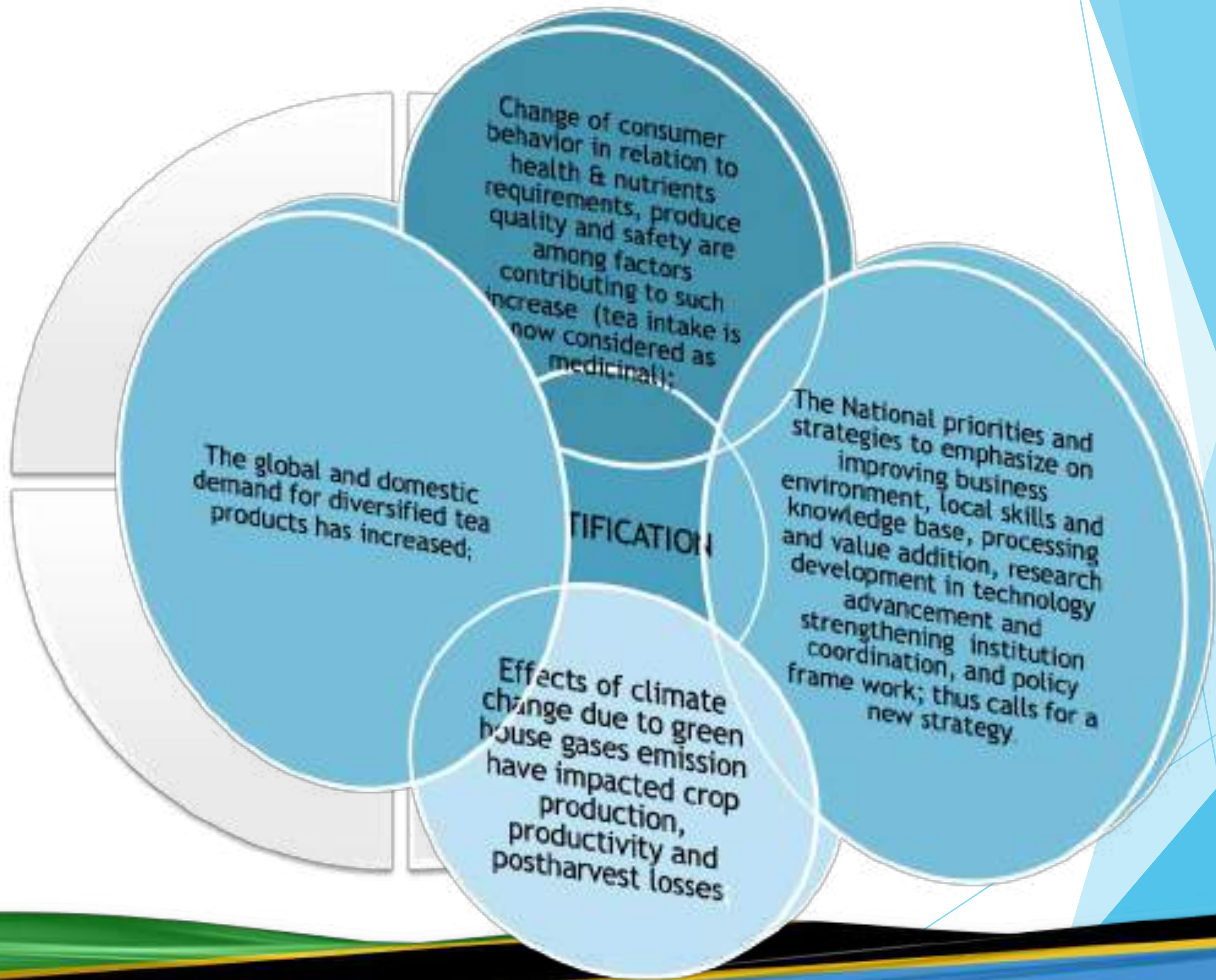
5. The document had been sent for Editorial work

6. TTIDS presented for BoDs approval

7. Stakeholders validation of TTIDS 2025-2035

8. Printing, launching & Circulation of TTIDS 2025-2035

JUSTIFICATION



National Policy Framework

- The Tanzania Tea Industry Development Strategy (2025-2035) observes the four components of the agriculture sector development programme (ASDP II) namely i). Sustainable water and land use management; ii). Enhanced agricultural productivity and profitability; iii). Commercialization and value addition; and iv). Strengthening sector **enablers.**
- TDV (2050) – Launched 2025 as tool for nation efforts towards achieving the social economic development goals;
- FYDP III – (2021/22 – 2025/26)- To Engage in commercial Value Chain, strengthen competitiveness provided that tea is traditional cash crop and have significance in export earnings, employment etc
- Rulling Party Manifesto – 2025-2030) - Strengthen crop stakeholders platforms including tea

Sectors Policy Frameworks

- National Agriculture Policy (2013) – admission on cash crops with wide outlet in local and export markets.
- National Trade Policy (2003) - Promote valued-adding activities on current export particularly in the areas of agriculture.
- Small and Medium Enterprise Development Policy (2003)- aims to promote income generation activities and support diversification of private sector activities
- National Agricultural Marketing Policy (2008) – Increasing agriculture exports; niche market;
- National Irrigation Policy (2010) – Promote micro Irrigation for high value tradition and cash crops include tea;
- National Investment Promotion Policy (1996)-opened all sectors to foreign and private participation
- Cooperative Development Policy (2002)
- Role of Coops in marketing – lower marketing costs; Synergy effects (bargaining power); influencing prices

International and Regional Blocks Policies& Commitments

- SDGs 2030: Goal 1: No poverty, Goal 2; Zero Hunger, Goal 13: Climate Action
- Agenda 2063: The Africa We Want: is Africa's blueprint and master plan for transforming Africa into the global powerhouse of the future, Goals (5) Modern Agriculture for increased productivity and production
- African Continental Free Trade Agreement- AfCFTA: Tanzania has been ratified on to facilitate trade across Africa continent and remove tariff barriers to trade
- EAC- SPS Protocol- Has been ratified by Parliament of URT
- EAC – Common Market (total popn 177 million)
- SADC –Total Popn 345 million and import and export : Agricultural product including avocado
- CAADP- Malabo and Maputo Declaration – Allocate 10% and growth rate at 6%

Government commitment to improve BE and SE

Gov. commitments on Agric. Transformation and improvement of BE and SE include but not limited to;

Commitment to advance agric. Transformation: Through ASDP II, Our aim is to have modern, efficient, resilient and inclusive agric. sector;

Commitment to increase Private Sector investment

Blue Print for Regulatory Reforms to improve the Business Environment,

The Business Environment Strengthening Tanzania (BEST) Program, - Reduction of NTBs to trade and Invest

The Roadmap for Improvement of Business Environment and Investment Climate in Tanzania,

Strengthening TADB to provide affordable loans

BoT – soft loans to Commercial Bank

Challenges of tea industry in Tanzania

Low production and productivity Consequently, made tea productivity among the SSF ranges from 900 Kg to 1,000 MT/Ha/annum and that of LSF ranges from 1,200 Kg to 2,000Kg/Ha/annum which is low as compared to the existing potential of producing 4,000Kg per Ha/annum

Use of poor tea seedlings varieties which are characterised by low yield and which can not diversify tea commodity to meet market demand

Unfavourable climatic conditions which results into poor performance of tea crop int erms of quality and quantity

Frequently power supply shortages

Farmers sell their tea which is used as raw material hence low prices of GLTs (low farmers' Income)

Poor roads infrastructure which affect green tea leaves transportation during rainy season

Poor technology and innovation (low use of fertilizers, improved seedlings, irrigation, production technologies, harvesting processing etc.)

Inadequate market search skills

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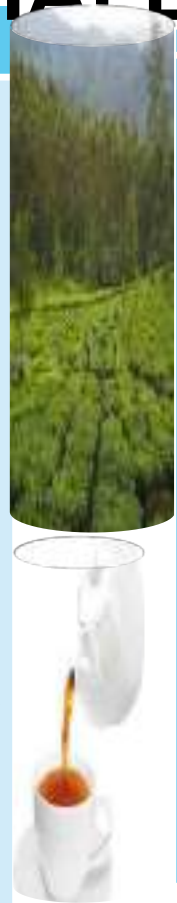
3.0 ANALYSIS OF TEA INDUSTRY STRENGTHS WEAKNESSES OPPORTUNITIES AND CHALLENGES

STRENGTH

- **i) Available suitable land for tea production.**
- **ii) Available high yield varieties.**
- **iii) Presence of supporting institutions for technological development.**
- **iv) Potentiality to engage an abundant number of the skilled and unskilled workforce.**
- **v) Presence of abandoned tea farms that can be rehabilitated**

WEAKNESS

- i) Insufficient modern technologies used for tea growing fields like irrigation, weeding, fertilizer application and value addition
- ii) Inadequate post-harvest practices including inadequate modern collection centers to reduce loss
- iii) Inefficiency of the existing tea processing factories to produce good quality teas.
- iv) inadequate extension services and quality control
- v) Low production and productivity
- vi) inadequate marketing systems, information, promotion and branding of Tanzanian teas.
- vii) Insufficient incentives to attract women and youth in tea marketing and production
- viii) Presence of many taxes in the tea industry



OPPORTUNITIES

- **i. Growing new global market demand for tea produce are emerging;**
- **ii. Readiness of Government and stakeholders to support the tea industry**
- **iii. Political will and stability;**
- **iv. Diverse uses of tea (e.g. medicinal value, cosmetics etc.);**
- **v. High potential for job creation for youth, women etc.**
- **vi. Rising income levels and changing consumption patterns increase local demand.**
- **vii. High international market demand for organic tea.**
- **viii. Large population for domestic consumption;**

CHALLENGES

- i. Irregular supply of necessary inputs
- ii. Insufficient capital for investment in the tea industry;
- iii. Underdeveloped infrastructure to support mass production, processing, transportation and marketing;
- iv. Poor market linkages (small market share, weak info systems, low level of service provision in the sector, a large number of intermediaries along the chain;)
- v. Effect of climate change. e.g. drought and floods
- vi. Labor migration from tea production to other profitable crops.
- vii. International competition in quality and prices of tea;
- viii. Presence International political conflicts
- ix. Incidences of communicable and non-communicable diseases which causes market uncertainties and price fluctuation around the global.
- x. Lack of national identity.

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ENVIRONMENTAL IMPACTS AFFECTING TEA GROWTH

The tea sector faces a number of challenges that must be addressed to ensure its long-term sustainability.

Climate change is threatening the livelihood of millions of tea farmers. Tea production is extremely vulnerable to climate-related events, and global warming is severely affecting yields and tea quality.

Tea is mainly grown under rain-fed mono-cropping systems and weather conditions determine optimal growth. Changes in temperatures and rainfall affect not only the quality, but also the properties of tea leaves.

Adaptation measures recommended by the FAO Intergovernmental Group (IGG) on Tea, include planting drought and stress tolerant tea cultivars, diversifying production, intercropping tea with other tree crops, organic cultivation and investing in water conservation technologies.

The sector must be sustainable environmentally, socially and economically. Carbon emissions and energy use are key variables.

Environmental sustainability schemes that deal with relevant aspects, such as soil quality and biodiversity conservation, should be given priority. In addition, social standards that relate to labour, gender and equality have become increasingly important, and determine the competitiveness of the sector.

THE TTIDS 2025-2035

Vision statement	A transformed tea industry that significantly contributes to improved livelihoods, sustainable economic growth and inclusive development.”
Mission statement	To enhance the growth and competitiveness of the tea industry through innovative practices, value addition, sustainable farming, and market expansion, ensuring equitable benefits for all stakeholders while fostering environmental sustainability, economic empowerment, and social inclusion."
General Objective	Strengthening tea industry capable of contributing significantly to increase production of quality tea, local consumption, investment on tea value addition and technological development to enhance global competitiveness.

Objectives of the TTIDS

Promote intensive use of agro inputs to improve Production and productivity to reach the potential quantity;

Promoting Tanzanian tea in the domestic and international market;

Increase availability of clonal seedlings to meet market desire from 17M to 60M by 2025

To strengthen research, innovation and technologies development by 2035

To promote investment on tea value addition from 24 to 35 tea processing factories and 15 to 35 blending facilities by 2035.

To promote marketing, tea trade facilitation and product diversification by 2035

To increase production of made tea from 22,772MT to 70,000 MT by 2035

Capacity building to tea certification and verification;

Trainings, expo and shows, media, excursion, visit etc

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GoT INTERNVENTIONS TO STRENGTHEN THE TEA INDUSTRY

TBT works in collaboration with private, public Sector, DPs, Academic institutions, research institutes in a Public, Private Partnership

Connections

Connecting farmers with partners across the agricultural sector by bridging the private, public sectors and the DPs

Cross sectoral capabilities

Combination of expertise with partners bridging the private, public sectors and the DPs

Government Commitment

Purchase and construction of tea processing, blending facilities, Provision of extension services

- Assist on market search and analysis
- Researching proper variety types for good quality and quantity tea (Knowledge dissemination)
- Provision of proper managed extension services systems (To provide technical assistance)

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STRATEGIES TO STRENGTHEN TANZANIA TEA MARKETING SYSTEM

Tanzania tea Market system involves:

- Selling green tea leaves to the processors;
- Processor sells tea directly or through an online auction
- Black tea buyers within the country blend, pack, brand and either export or sold to the local market;
- Tanzania tea market lacks sustainability due to:
- The market system are not transprent to provide prices information;
- Inadequate skills of SSF to meet compliance of the commodity needed in the market;

Strengthening Tanzania's tea market involves:

Strengthening the supply chain

Training

Provide smallholder farmers with training on improved agronomy, primary processing, and using digital tools for better crop management so that this can influence availability of quality tea which complies with the market demand.

Institutional support

Strengthen farmer associations and or cooperatives to improve their collective bargaining power and operational efficiency. Building capacity in order to transform their minds on working with business minds from food to mouth culture

Sustainable practices

Train farmers, extension workers, and auditors on VSS principles to ensure compliance with environmental, social, and governance (ESG) standards.

Labour standards:

Train farmers and processors on implementing labour standards as part of VSS compliance.

Enhancing marketing and market acsess

Marketing system development

Enhance the national tea marketing system to increase farmer income and enable better access to both domestic and foreign markets.

Local auction:

transparent and competitive trading platform.

Strengthen a national tea auction to provide clear tea trade pathways

Facilitate connections:

Initiate matchmaking sessions between buyers/traders and producers to create direct market links.

Digital solutions

Encourage the adoption of digital tools for farmers to get market trend information, training, and to improve decision-making (Include use of AI and robotics technology along the value chain).

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Tanzania tea market

Improving the overall industry environment

- **To provide incentives**
  - Lobby for incentives such as premiums for sustainable tea, better prices, and improved governance to stimulate investment.
- **To provide supportive regulation**
  - Implement and enforce regulations, such as the Tea Industry Act, to govern manufacturing, sales, and exports, ensuring compliance and fair practices.
- **To coordinate activities on Quality control procedures**
  - To enforce quality control measures to ensure the final product meets market standards.
- **To establish and strengthen traceability for the tea products produced in Tanzania**
  - To Improve record-keeping throughout the value chain to ensure traceability and meet export requirements.
- **To introduce and encourage on ways to reduce costs of production**
  - To Address issues like high production costs, especially for smallholders, and improve overall productivity to make tea more economically competitive against other crops.

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Actors to intergrate with during the implememntation of the TTIDS

To integrate with:

Ministry of energy,

Ministry of construction, infrastructure, Transportation,

Ministry of Industry and Trade,

Ministry of Foreign Affairs and East Africa Coopera

PORAL G,

MoF,

water,

PO Investment and Planning Commissio

Strategic Interventions

No.	Strategy objective	Strategy interventions
1.	To increase the production of quality made tea from 20,951 MT to 70,101 MT by 2035.	**SI 1: Strengthening multiplication of high yield seedlings of clonal tea;** **Target 1:** Multiplication of clonal tea seedling from 17,000,000 to 60,000,000 by 2035. Activity 1.1.1: To establish and maintain tea mother bush farms. Activity 1.1.2: To strengthen and establish 12 tea nurseries in tea growing districts. Activity 1.1.3: To distribute tea seedlings to farmers.
		SI 2: Strengthening production and productivity of green leaf and made tea. **Target 1:** Increase production of green leaf tea from 94,283 MT to 315,454 MT by 2035 Activity 2.1.1: To facilitate establishment of tea irrigation schemes. Activity 2.1.2: To emphasize planting of improved clonal tea. Activity 2.1.3: To promote rehabilitation of tea farms. Activity 2.1.4: To expand area of production through planting new of tea farms. Activity 2.1.5: To promote intensive use of agro-input especially fertilizer. Activity 2.1.6: To increase participation of youth and women in tea production. Activity 2.1.7: To facilitate extension services through BBT Ugani Programme

SO	Target 1	3 YRS	5 YRS	10 YRS
To increase the production of quality made tea from 20,951 MT to 70,101 MT by 2035.	**Target 1:** Multiplication of clonal tea seedling from 17,000,000 to 60,000,000 by 2035.	**Target 1:** Multiplication of clonal tea seedling from 17,000,000 to 29,900,000 by 2028.	**Target 1:** Multiplication of clonal tea seedling from 29,900,000 to 38,500,000 by 2030.	**Target 1:** Multiplication of clonal tea seedling from 38,500,000 to 60,000,000 by 2035.
	Target 1: Increase production of green leaf tea from 94,283 MT to 315,454 MT by 2035	**Target 1:** Increase production of green leaf tea from 94,283 MT to 160,634.6 by 2028.	**Target 1:** Increase production of green leaf tea from 160,634.6 to MT to 271,220.1 MT by 2030.	**Target 1:** Increase production of green leaf tea from 271,220.1MT to 315,454 MT by 2035
SO2: To promote investment on tea value addition from 24 to 35 tea processing factories and 15 to 35 blending facilities by 2035	Target 1.1 Promote construction of new 11 tea processing machines and 20	Target 1.1 Promote construction of new 4 tea processing machines and 5 tea blending machines by 2028.	Target 1.1 Promote construction of new 3 tea processing machines and 10 tea blending machines by 2030.	Target 1.1 Promote construction of new 11 tea processing machines and 20 tea blending machines by 2035.

	Strategy objective	SIs
	SO2: To promote investment on tea value addition from 24 to 35 tea processing factories and 15 to 35 blending facilities by 2035.	**SI 1: Facilitating construction of new tea factories** **Target 1.1 Promote construction of new 11 tea processing machines and 20 tea blending machines by 2035.** Activity 1.1.1: To promote Public-Private Partnerships (PPP) intervention for strengthening and establishing new factories and blending facilities. Activity 1.1.2: To facilitate smallholder tea farmers to construct 4 tea factories. Activity 1.1.3: To facilitate Capacity building programs for tea farmers, processors, and entrepreneurs in value addition, quality control, and business management. Activity 1.14.: To facilitate capacity building and linking tea farmers through their AMCOS with financial institution and development partners to access grants and low-interest loans. Activity 2.1.5: To encourage partnerships with international tea processors and blending companies to bring expertise and best practices to the local tea industries owned by smallholders' famers.
3	**SO3: To strengthen research, innovation and technologies development by 2035;**	**SI 1: Collaborate with agricultural research institutes to develop new technologies, improved tea varieties and maintain released varieties;** **Target 1.1** New clonal tea varieties increased from 8 to 12 by agricultural research institutes by 2034. Activity 1.1.1: To collaborate with by agricultural research institutes in establishment of Tanzania tea clonal germplasm. Activity 1.1.2: To facilitate establishment of two seed barriers for further tea breeding programme. Activity 1.1.3: To facilitate construction of irrigation infrastructure of 100 Ha for research in tea farms. Activity 1.1.4: To strengthen existing demo farms and establishing four (4) new tea demo farms for demonstration of improved varieties Activity 1.1.5: To conduct training program for agricultural officers and progressive farmers on

SO	Target 1	3 YRS	5 YRS	10 YRS
SO3: To strengthen research, innovation and technologies development by 2035;	**Target 1.1** New clonal tea varieties increased from 8 to 12 by agricultural research institutes by 2035.	**Target 1.1** New clonal tea varieties increased from 8 to 9 by agricultural research institutes by 2028.	**Target 1.1** New clonal tea varieties increased from 9 to 11 by agricultural research institutes by 2034.	**Target 1.1** New clonal tea varieties increased from 11 to 12 by agricultural research institutes by 2034.
SO4: To promote marketing, tea trade facilitation and product diversification by 2035.	**Target 1:1** Three (3) tea bi-product developed by 2035	**Target 1:1**) one (1) tea bi-product developed by 2028.	**Target 1:1 two** (2) tea bi-product developed by 2030	**Target 1:1** Three (3) tea bi-product developed by 2035
	Target 1.1: Access of Tanzanian tea to domestic and international markets promoted and improved by 2035.	**Target 1.1:** Access of Tanzanian tea to domestic and international markets promoted and improved by 2028.	**Target 1.1:** Access of Tanzanian tea to domestic and international markets promoted and improved by 2030.	**Target 1.1:** Access of Tanzanian tea to domestic and international markets promoted and improved by 2035.

	Strategy objective	SIs
4	**SO4: To promote marketing, tea trade facilitation and product diversification by 2035.**	**SI 1:** Strengthening and establishment of tea product diversification **Target 1:1** Three (3) tea bi-product developed by 2034 Activity 1.1.1: To promote production of specialty and instant teas. Activity 1.1.2: To conduct research for identification and extraction of tea bi-products for medicinal and other economic uses. Activity 1.1.3: To facilitate development of purple tea variety for commercial release in Tanzania.
		SI 2: Strengthen the existing marketing information system to enhance efficiency. **Target 1.1:** Access of Tanzanian tea to domestic and international markets promoted and improved by 2035. Activity1.1.1: To conduct vigorous campaign for enhancing local per capita tea consumption Activity1.1.2: To visit and conduct marketing campaigns to strengthen the existing markets and establish new ones for Tanzanian teas in regional and global market destinations. Activity 1.1.3: To brand Tanzanian tea in the international markets by advertising blended tea.

CONCLUSION

This strategy serves as a master plan to develop the Tea industry in the country. The strategy will guide a tea sub-sector in the next ten years (2025-2035) towards a vibrant and sustainably competitive in the domestic, regional and international markets;

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