



VANILLA PRODUCTION FACT SHEET

REGULATING MARKETS. ENABLING TRADE.
SECURING FOOD SYSTEMS.



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Production & Overview

Tanzania is one of the key producers of vanilla in Africa, known for high-quality vanilla beans with 2.8 vanillin content on average. The industry is characterized by approximately 12,000 smallholder farmers primarily in Kagera, Kilimanjaro, and Morogoro regions. Tanzania ranks as the 12th largest exporter of vanilla in Africa. Most vanilla is organically produced, providing a competitive advantage in global markets.

Production Trend (Metric Tons)



Key Production Areas

Total area: ~1,500 hectares | Potential production: 300 tons/year

Kagera Region

The most prominent vanilla-growing region with favorable climate. Average production: 73.35 MT annually.

Morogoro Region

A prominent spice production area with vast agricultural potential. Average production: 42.4 MT annually.

Kilimanjaro Region

Growing vanilla sector supported by local and international investors. Average production: 8.47 MT annually. Other potential regions include Tanga, Arusha, Mbeya, Njombe, Mara, and Kigoma.

Source: Ministry of Agriculture, Tanzania (2024)



Production Practices

Vanilla is commonly cultivated in banana fields for shade, with jatropha trees providing support. The crop requires labor-intensive hand pollination.

Harvest Season

Starts in late May, peaks in June-July, and ends in September, depending on the ecology of the area.



Quality & Varieties

Quality

Tanzanian vanilla is prized for its rich creamy flavor and aromatic profile, with vanillin content ranging from 2.6 to 3.0, contributing to premium quality.

Varieties

Most common: Bourbon/Madagascar Vanilla (*Vanilla planifolia*) - known for premium quality. Also cultivating Tahitian Vanilla (*Vanilla tahitensis*).



Current Markets

Primary exports to: South Africa, Madagascar, United States, France, Germany, Australia, Denmark, India, Russia, and United Kingdom.

Potential markets include China and India. Minimal local consumption through processors and supermarkets.

Market Challenges

Price volatility has led to approximately 38.79 tons of unsold cured vanilla stocks as of October 2024, with Kilimanjaro (20.58t) and Kagera (17.45t) holding the largest stocks.

Challenges

Market Competition: Facing competition from Madagascar, the world leader in vanilla production

Labor Issues: Limited skills for value addition, critical for quality cured vanilla

Organic Certification: Need for certification to access premium markets despite organic farming practices

Investment Opportunities

1. Sustainability Initiatives:

Organic production by default presents opportunities for sustainable farming programs

2. Value Addition & Processing:

Potential for local processing of vanilla extracts and oils through AMCOS and farmer groups. Investment opportunities in warehouses and facilities

3. Land Availability:

Suitable land with favorable weather and soil conditions for quality vanilla production

4. Favorable Growing Conditions:

Elevation, rainfall patterns, and temperatures well-suited for high-quality vanilla, similar to Madagascar

Government Initiatives

National Vanilla Strategic Plan (2024-2030)

Roadmap for supervision, monitoring, and regulatory requirements

National Horticulture Development Strategy (2021-2031)

Vanilla designated as strategic crop for export revenue

Farmer Training Programs

Improving cultivation techniques and post-harvest handling



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