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THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF AGRICULTURE
CEREALS AND OTHER PRODUCE
REGULATORY AUTHORITY



PINEAPPLE PROFILE FOR TANZANIA

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1. Introduction

Pineapple (*Ananas comosus*) is a tropical fruit that thrives in warm climates, making Tanzania an ideal location for its cultivation. Known for its sweet flavor and nutritional benefits, pineapple is not only popular in local markets but also has significant export potential. The country's diverse agro-ecological zones support various varieties of pineapple, contributing to its increasing popularity among farmers and investors.



2. Varieties of Pineapple

Tanzania cultivates several pineapple varieties, each with distinct characteristics as follows: -



Smooth Cayenne:

The most widely grown variety known for its sweet taste, juiciness, and high sugar content primarily used for canning and juice production.



Queen:

Smaller, sweeter, and more aromatic than smooth cayenne, popular in local markets due to its flavor.



MD2:

A newer variety gaining popularity for its sweetness and long shelf life, preferred for export due to its high quality.



Red Spanish:

Has a unique flavor, grown mainly for local consumption.

3. Production Trends

Pineapple production in Tanzania has shown a positive trend over the past few years, driven by both local consumption and export opportunities. Factors contributing to this growth include rising demand for fresh fruit and processed pineapple products in both local and international markets, also ongoing research into better farming practices and disease-resistant varieties has improved yields.

S/N	Year	Metric Tons
1.	2020/2021	448,885
2.	2021/2022	81,439
3.	2022/2023	114,014.6

Source: Ministry of Agriculture Tanzania, 2024

4. Investment Opportunities



Commercial Farming:

Investors can establish large-scale pineapple plantations, focusing on high-demand varieties for both local and export markets.



Processing Facilities:

Setting up processing plants for canned pineapple, juice, and dried products can tap into the growing demand for processed fruits.



Export Logistics:

Investing in logistics and supply chain solutions can enhance export capabilities ensuring fresh produce reaches international markets efficiently.



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Cold chain Infrastructure:

Establish pre-cooling units near farms to extend the shelf life, Invest in refrigerated trucks (reefers) to transport pineapples from farms to markets or ports. Similarly, establishing integrated packhouses with cold rooms and sorting/grading lines can extend shelf life.



Value Addition:

Developing products such as pineapple jams, sauces, and other processed goods can significantly increase profit margins and market reach.

