Diversification Options for the Coffee Sector in Zimbabwe

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Overview of the Zimbabwe Coffee Sector
- Grown in Manicaland and Mashonaland (See Map)
- Agro-ecological conditions
- Dualistic in nature
- Going through structural change
- Production
- Fifth on export earning rankings
- High quality

Agro-ecological Regions of Zimbabwe

Main Diversification Successes

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<th>LARGE SCALE</th>
<th>SMALL SCALE</th>
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<td>Primary processing</td>
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<td>Dairy</td>
<td>Crossborder Trade</td>
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<td>Transport &amp; Earthmoving</td>
<td>Small scale mining</td>
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<td>Horticulture</td>
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<td>Tourism</td>
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Who/What Initiated the Process
- Private/Individual Initiative
- Government Policy
- NGO programmes
- Natural Disasters and crop diseases
- High Cost of production

Influential Elements
- Conducive macro-economic environment
- Viability of enterprises, prices & costs
- Synergies between enterprises
- Availability of credit/input support
- Gestation period of enterprise
- Knowledge and skills
- Supportive infrastructure
Weak Areas

- Secondary processing of coffee
- Primary and secondary processing of horticulture
- Very few participants in each of the success stories
- Oligopsonistic markets

What Has to Be Done to Enhance Success

- Studies on the viability and optimal combinations of the available options
- Appraisal of capital non agricultural options
- Market research for beneficiation of coffee
- Infrastructural Development e.g. irrigation

What Has to Be Done to Enhance Success

- Policies that facilitate trade
- Establish more outgrower schemes
- Provision of land plus proper farmer selection
- Lobby for policies that foster entrepreneurship
- Mobilisation of affordable finances for diversification
- Research on appropriate diversification technologies