



IRINGA MULTISALES NETWORK

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AGRIBUSINESS INVESTMENT OPPORTUNITIES

Tanzania Southern Highlands

1. Executive Summary

The Southern Highlands of Tanzania represent one of the most productive agricultural zones in East Africa. The region enjoys fertile volcanic soils, a favorable climate, reliable rainfall patterns, and vast land suitable for commercial agriculture.

The area produces a significant share of Tanzania’s food and export crops, including maize, rice, beans, potatoes, tea, coffee, avocado, and horticultural products.

With improving infrastructure, expanding regional markets, and strong government support for agribusiness development, the Southern Highlands offer outstanding opportunities for investors in **commercial farming, agro-processing, storage, logistics, and export-oriented agribusiness ventures.**

2. Strategic Location

The Southern Highlands include the regions of:

- Iringa
- Njombe
- Mbeya
- Songwe
- Rukwa
- Katavi

These regions are strategically located near **regional markets such as Zambia, Malawi, and the Democratic Republic of Congo**, making them ideal for export-oriented agribusiness investments.

Key transport corridors include:

- TANZAM Highway
- TAZARA Railway
- Songwe International Airport
- Dar es Salaam Port export route

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3. Agricultural Potential

The Southern Highlands produce nearly **35–40%** of Tanzania’s staple food crops.

Major crops include:

Food Crops

- Maize
- Rice
- Beans
- Irish potatoes
- Wheat
- Sorghum

Cash Crops

- Coffee
- Tea
- Avocado
- Pyrethrum
- Sunflower
- Cocoa

Horticulture

- Tomatoes
- Onions
- Carrots
- Cabbages
- Green beans



These crops provide strong potential for **value addition and agro-processing industries.**

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4. Key Agribusiness Investment Opportunities

Commercial Farming

Large areas of fertile land are suitable for mechanized agriculture for crops such as:

- Avocado (export market)
- Coffee
- Macadamia
- Sunflower
- Wheat
- Potatoes

Agro-processing

There is strong demand for value-added industries, including:

- Rice milling and packaging
- Maize flour processing
- Potato processing
- Coffee processing and roasting
- Avocado oil processing
- Dairy processing plants

Processing reduces post-harvest losses and increases export value.

Cold Chain and Storage

Post-harvest losses in Tanzania remain **30–40%**, presenting a large opportunity for:

- Cold storage facilities
- Pack houses
- Grain silos
- Modern warehouses
- Food logistics services

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Export-Oriented Horticulture

Growing global demand for:

- Avocados
- Macadamia nuts
- Green beans
- Chili
- Fresh vegetables

Investors can target **European, Middle Eastern, and Asian markets.**

5. Competitive Advantages

Favorable Climate

The Southern Highlands have:

- Altitude between 1,200 and 2,500 meters
- Reliable rainfall
- Cool temperatures suitable for high-value crops

Fertile Soils

The region has **volcanic and loamy soils** ideal for intensive agriculture.

Regional Market Access

Proximity to:

- Zambia
- Malawi
- DRC
- Mozambique

provides a large regional market of **over 200 million people.**

Government Support

The Government of Tanzania supports agribusiness investments through:

- Tanzania Investment Centre (TIC)

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- Agricultural Sector Development Program
- Tax incentives for agro-processing
- Public-private partnership opportunities

6. Infrastructure Improvements

Recent investments have improved:

- Road networks connecting farming zones to markets
- Electricity access through rural electrification
- Irrigation development
- Digital market platforms for agriculture

7. Potential Investment Scale

Agribusiness investments in the Southern Highlands can range from:

Small scale:

- \$500,000 – \$2 million

Medium scale:

- \$2 million – \$10 million

Large scale:

- \$10 million – \$50+ million

8. Social and Economic Impact

Agribusiness investments in the region can:

- Create rural employment
- Increase farmer incomes
- Improve food security
- Strengthen export revenues for Tanzania

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9. Conclusion

The Southern Highlands of Tanzania offer a compelling opportunity for agribusiness investors seeking fertile land, a favorable climate, strong regional markets, and growing infrastructure.

With rising demand for food and agricultural products across Africa and global markets, the region is well-positioned to become a leading agricultural investment hub in East Africa.

10. Contact & Partnership Opportunities

Investors interested in agribusiness opportunities in Tanzania Southern Highlands are encouraged to explore partnerships with local stakeholders, farming cooperatives, and investment facilitation institutions like *Iringa Multisales Network Commission Agents and Auctioneers*.



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