

Citrus farmers in Botswana excited about export opportunities

In an important significant development for the agricultural sector of Botswana, domestic citrus farmers are expressing their enthusiasm over the newfound opportunities to export their produce. This optimism follows the successful dispatch of the first consignment of oranges to the Middle East, marking a milestone in Botswana's efforts to diversify its export base beyond traditional commodities.

The initiative, spearheaded by the government in collaboration with the private sector, aims to tap into the lucrative global citrus market. Botswana's strategic move to enhance its agricultural export capabilities is seen as a critical step towards achieving economic diversification and sustainable growth. The country's citrus farmers are particularly excited about the prospects of entering new markets, which promise better prices and increased demand for their products.

One local farmer said: "This is a game-changer for us. We've been limited to the domestic market, but now we can aim higher and tap into international markets." This sentiment is echoed across the farming community, with many viewing the export initiative as a lifeline amidst the challenges posed by climate change and market fluctuations.

Source: thevoicebw.com (<https://thevoicebw.com/citrus-farmers-thrilled-by-export-opportunities/>)

Photo source: Youtube.com

Publication date: Thu 14 Mar 2024

•