

ZimTrade highlights opportunities for Zimbabwean farmers in Chinese fruit market

Trade promotion entity ZimTrade has highlighted the potential for Zimbabwean farmers to engage with the Chinese fruit import market, which could provide a source of foreign currency. In 2023, China was recognized as Zimbabwe's third-largest export market, making up about 23% of its export destinations, with the trade valued at \$1.7 billion, as per Trade Map 2024 data.

Zimbabwean farmers are encouraged to expand their fruit exports to China, where there is a notable demand for a variety of fresh produce. The most sought-after fruits in China include durians, cherries, bananas, mangosteens, grapes, citrus fruits, kiwifruit, longan, dragon fruit, plums, cranberries, and macadamia nuts. ZimTrade points out that Zimbabwe's climate is conducive to growing several of these fruits, including durians and mangosteens, with kiwifruit and dragon fruit already being cultivated in Matabeleland South.

South Africa's success as the leading African fruit exporter to China, with significant exports of nuts and citrus fruits, serves as an inspiration for Zimbabwe to enhance its export capabilities. ZimTrade suggests that the formation of cooperatives and the strengthening of national collaboration could be beneficial for Zimbabwean farmers aiming to enter the Chinese market.

To gain market access, ZimTrade advises adherence to the General Administration of Customs of the People's Republic of China (GACC) regulations, including China's food safety and phytosanitary standards. This involves compliance with maximum residue limits for pesticides, labeling requirements, and product traceability.

Source: New Zimbabwe (<https://www.newzimbabwe.com/zim-farmers-urged-to-tap-into-chinas-fruit-import-market/>)

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