



HORTICULTURE INDUSTRY PROFILE

Introduction

Horticulture is a key component of Uganda’s agroindustry to provide opportunities for enhancing Uganda’s exports to grow foreign exchange earnings, farm incomes and create jobs. Its estimated that over **400,000** households are involved with production of horticultural crops but contribution to Uganda’s exports remains below potential due to inefficiencies with the fresh produce supply chain. Horticultural exports however account for **8.3%** to Uganda’s exports with fruits, vegetables and flowers contributing **0.6%**, **6.0%** and **1.7%** respectively.

Horticulture is therefore a key component of the fourth National Development Plan to support Uganda grow her economy by ten-fold. This profile summarizes statistical insights relating to the status of the horticultural industry and the key issues pertaining to its competitiveness.

SECTION 2.

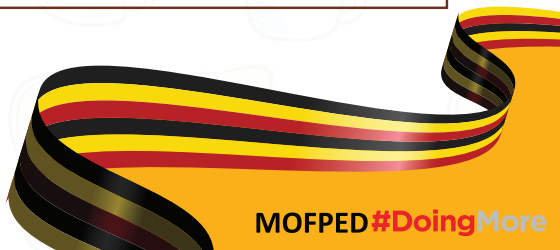
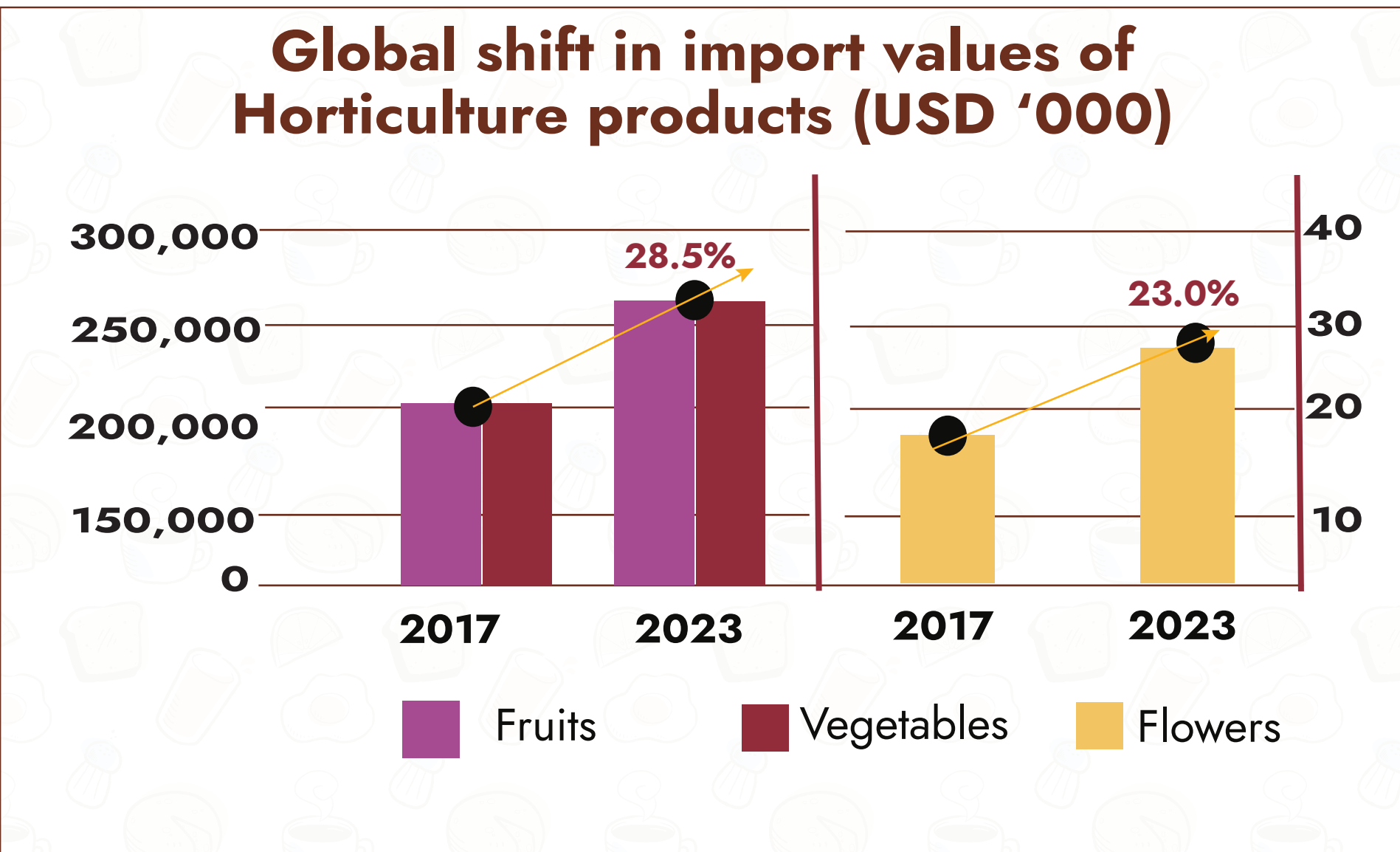
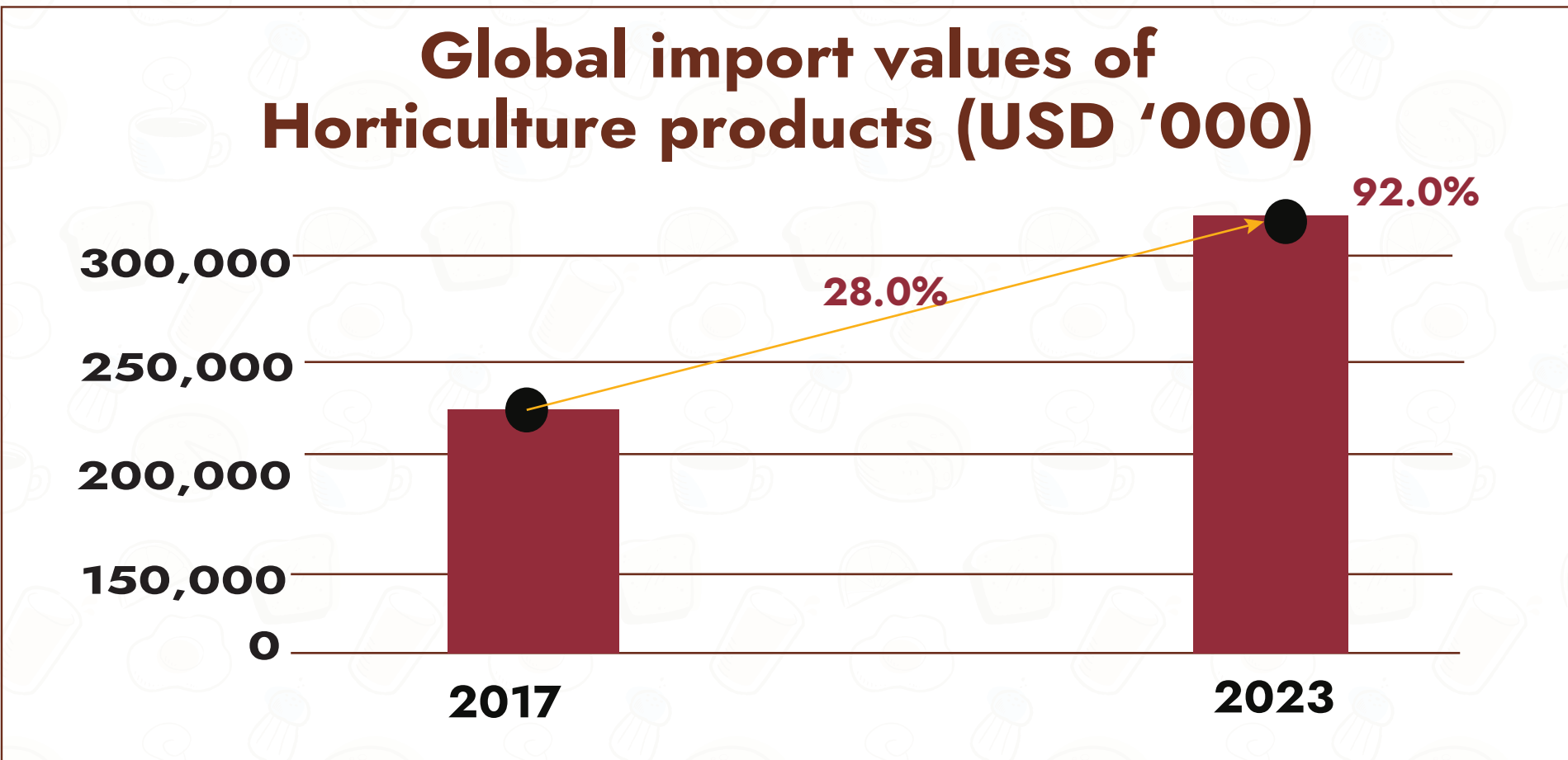
State of the Global Horticultural Industry.

a) Market Size.

The global vegetable and fruit market size was estimated to be **USD20.4 billion** and expected to surpass **USD 56.5 billion** by 2030 while the global floriculture market size was estimated to be **USD59.25 billion** and is expected to hit **USD107.32 billion** by 2030.

b) Global Shift in Import Value of Horticultural Products

The global import value of horticultural products increased by **28.0%** from **USD220.1 billion** in 2017 to **USD337.8 billion** in 2023 driven more significantly by fruit and vegetable imports that accounted for **92.0%** of the total import value of horticultural produce while flowers contributed **8.0%**. The value of importation of fruits and vegetables grew by **28.5%** from **USD200.8 billion** to **USD258.8 billion** while global flower imports rose by **23.0%** from **USD19.3 billion** to **USD23.8 billion** between 2017 and 2023



World Import Value of Horticultural Products

Product	2017	2019	2020	2021	2023	Product share (%)
Flowers	19.3	20.4	20.5	25.3	23.8	8.0
Fruits	126.9	136.9	142.1	158.6	160.6	56.9
Vegetables	73.9	73.7	77.4	84.2	97.5	34.5
Total	220.1	231	240	268.1	281.9	100

Source: ITC Trade Map, 2023

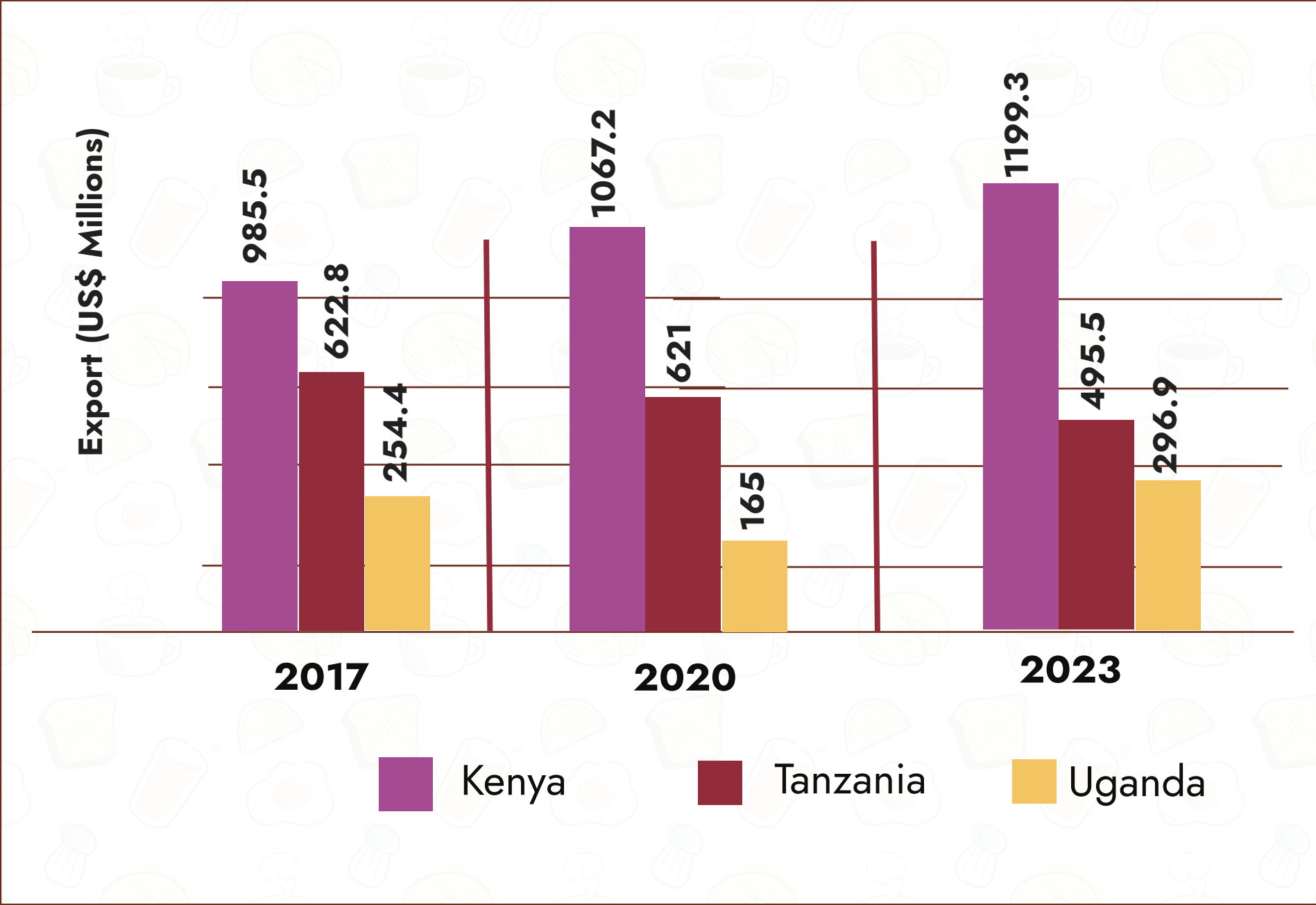
SECTION 3.

Regional Horticultural Industry

While Uganda exports **USD 296.9 million**, Kenya exports over **USD 1.0 billion** and Tanzania USD over **USD600 million** annually. There are therefore key lessons for Uganda from Kenya and Tanzania.

Comparison of the value of horticulture exports in the EAC (million US\$)

Country	2017	2020	2023
Kenya	985.5	1067.2	1199.3
Tanzania	622.8	621	495.5
Uganda	254.4	165	296.9



Source: ITC Trade Map, 2023

SECTION 4.

Legal and Regulatory Framework for the Industry

Investment in agriculture is guided by the National Development Plan while agricultural production, processing and marketing is affected by policies including; the National Agriculture Policy (NAP) 2013, National Fertiliser Policy 2016 and National seed policy, National Organic Agriculture Policy, National Land Use Policy, National Agricultural Extension Policy and the National Sanitary and phytosanitary (SPS) policy (2019). Trade policies include National Trade Policy and East African Community Regional Trade Policy (RTP).

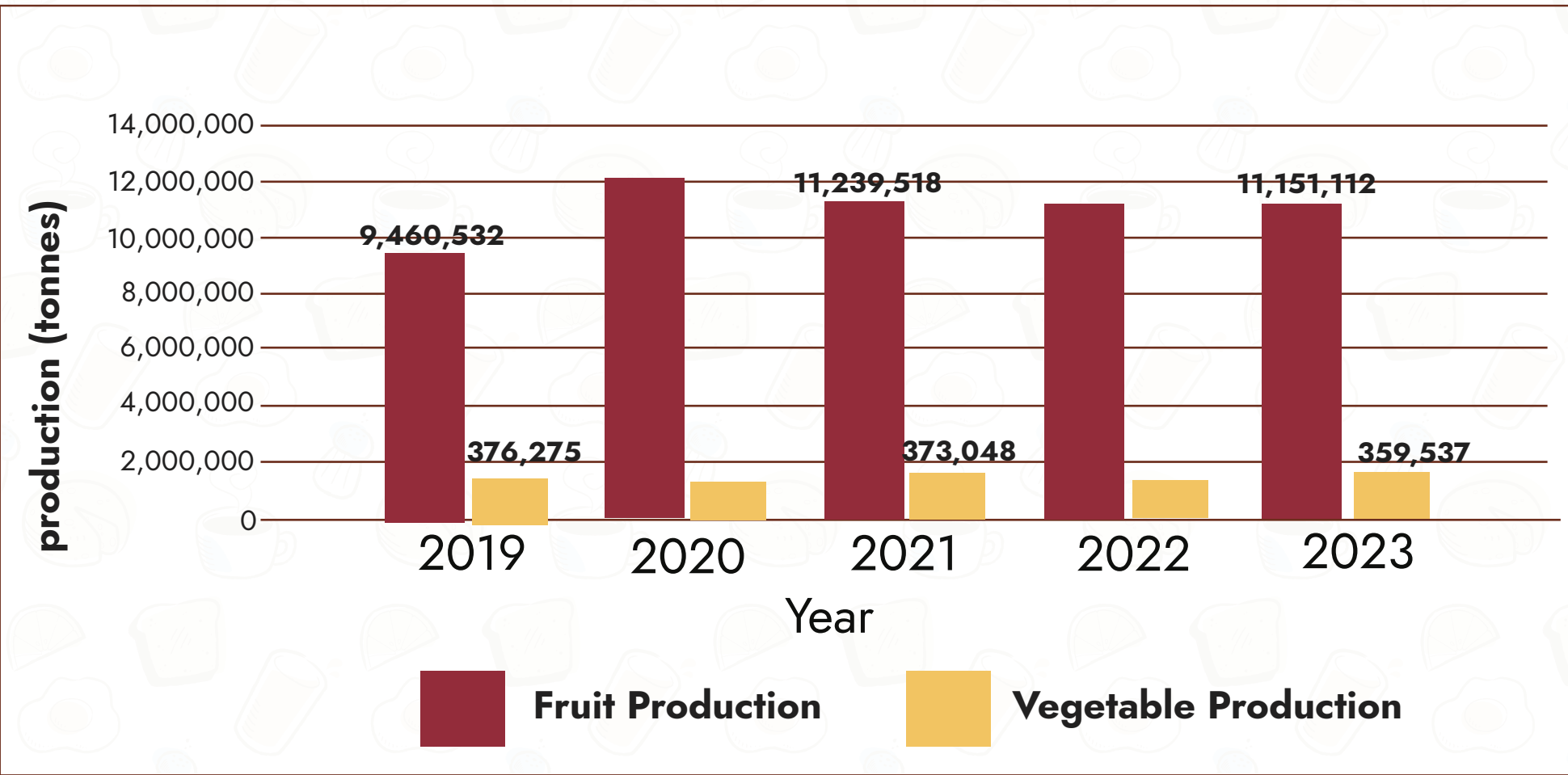
SECTION 5.

National Horticultural Industry.

The sub-sector comprises of many crops broadly categorized as fruits, vegetables and flowers.

a) Fruit and Vegetable Production in Uganda.

Uganda produces a wide variety of fruits and vegetables; the majority of production is carried out by smallholder farmers across the country. Uganda’s current annual production of fresh fruit and vegetables is estimated at 11 and 1.4 million tons annually.



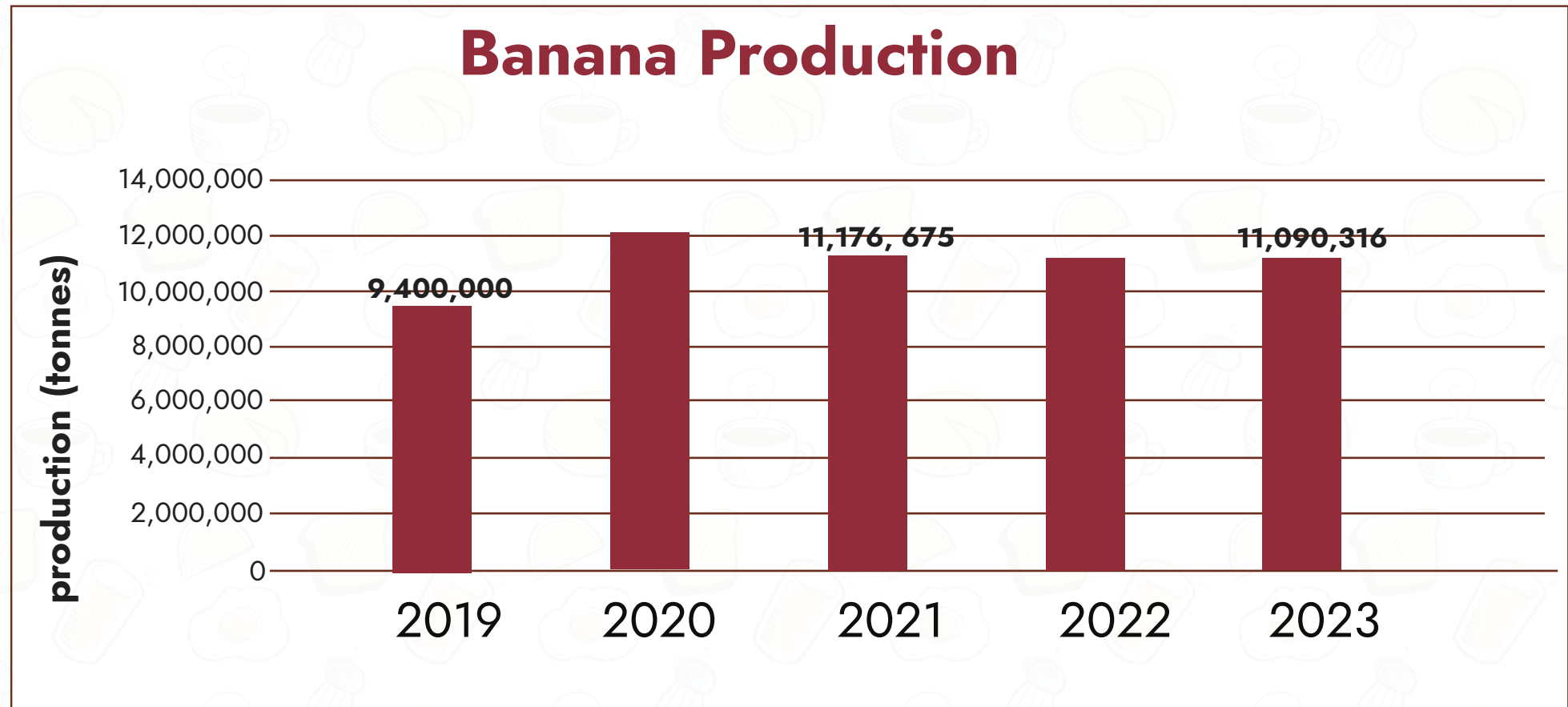
Source: FAO STAT, 2023.

Commonly produced commodities include; Passion fruit, tomatoes, papaya okra, jackfruit, carrot, citrus pepper, pineapple cabbage, mango, onion avocado, banana, watermelon, guava, grape, strawberry, water melon.



i) Production of Plantain.

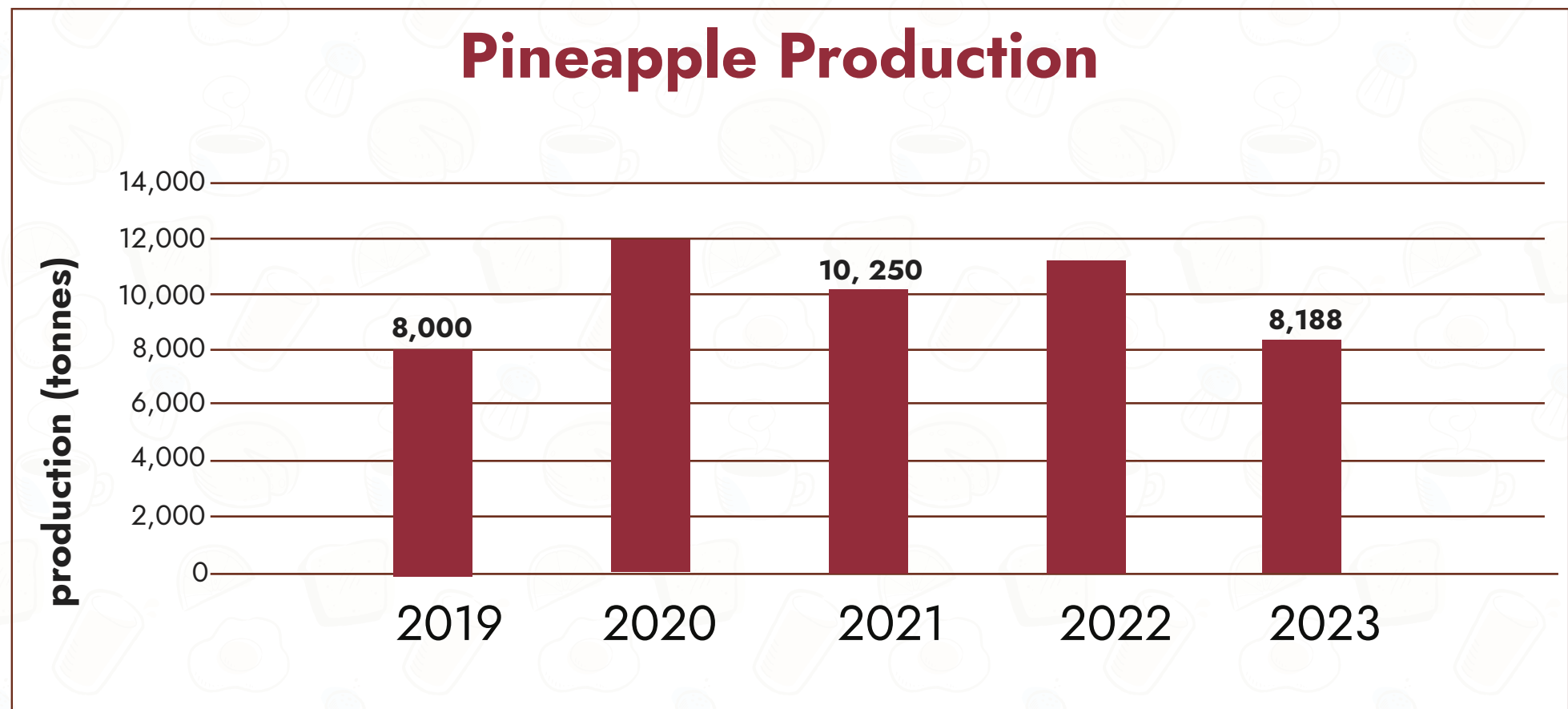
Plantain production has increased since 2019 from **11,230,000MT** to **11,616,000MT** in 2023 reflecting an increase of **3.5%**.



Source; FAO STAT, 2023.

ii) Pineapple Production.

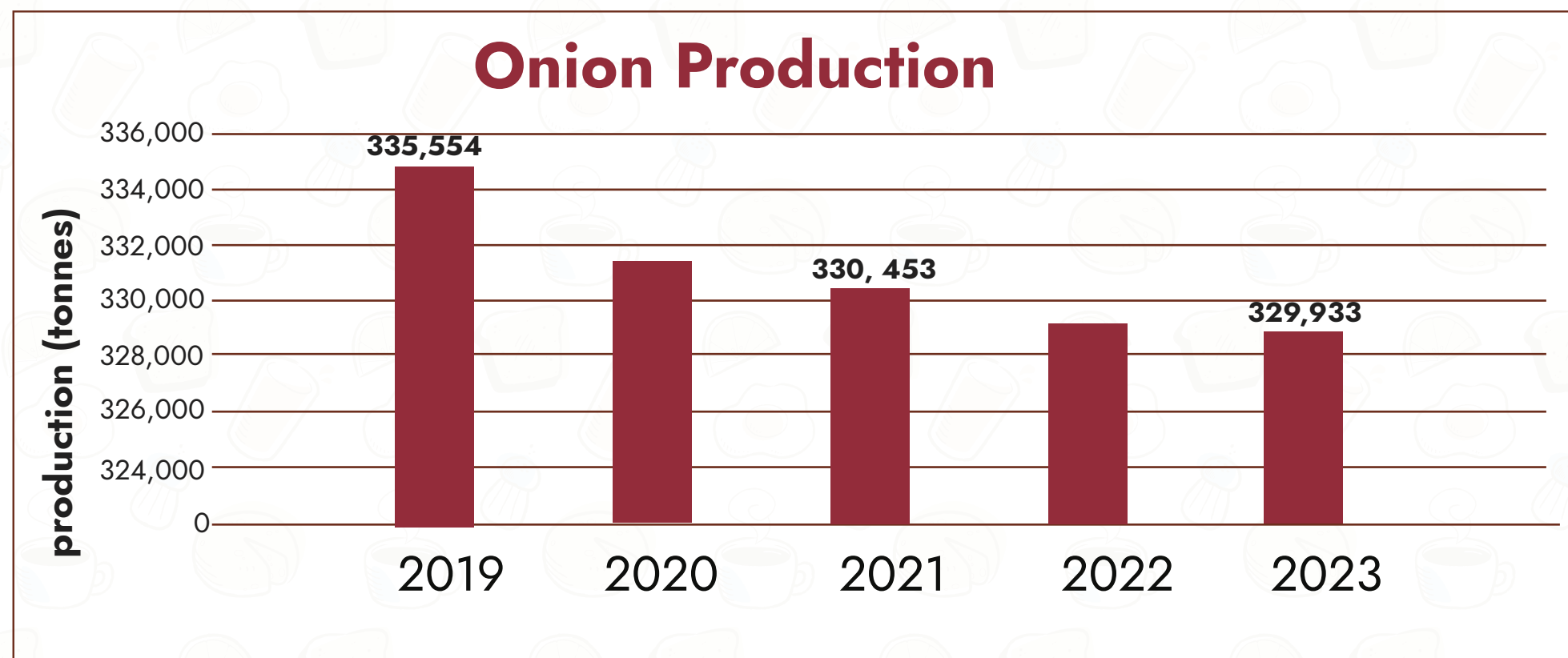
Pineapple production generally increased from **8,000** tons in 2019. to **8,188** tons in 2023.



Source; FAO STAT, 2023.

iii) Onion Production.

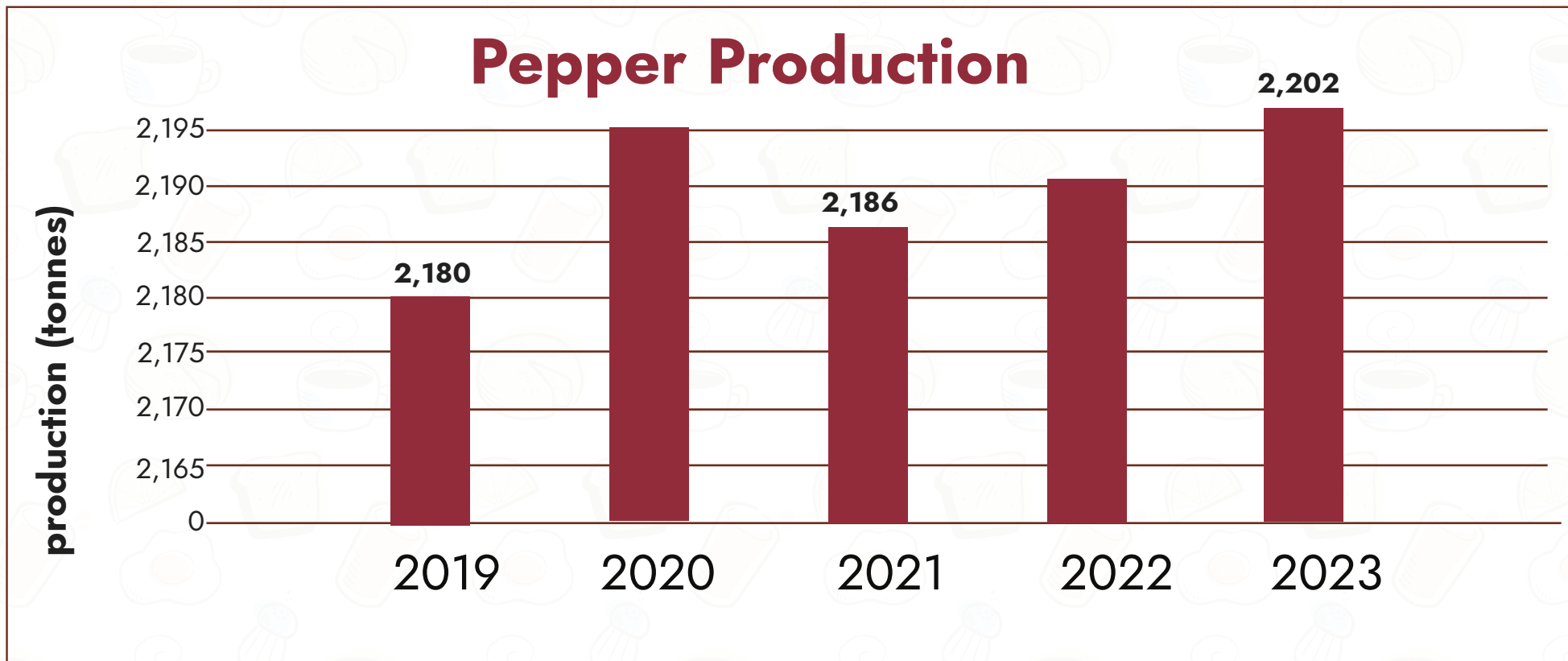
Onion production generally declined from **335,554** tons to **327,033** in 2023.



Source; FAO STAT, 2023.

vi) Pepper Production.

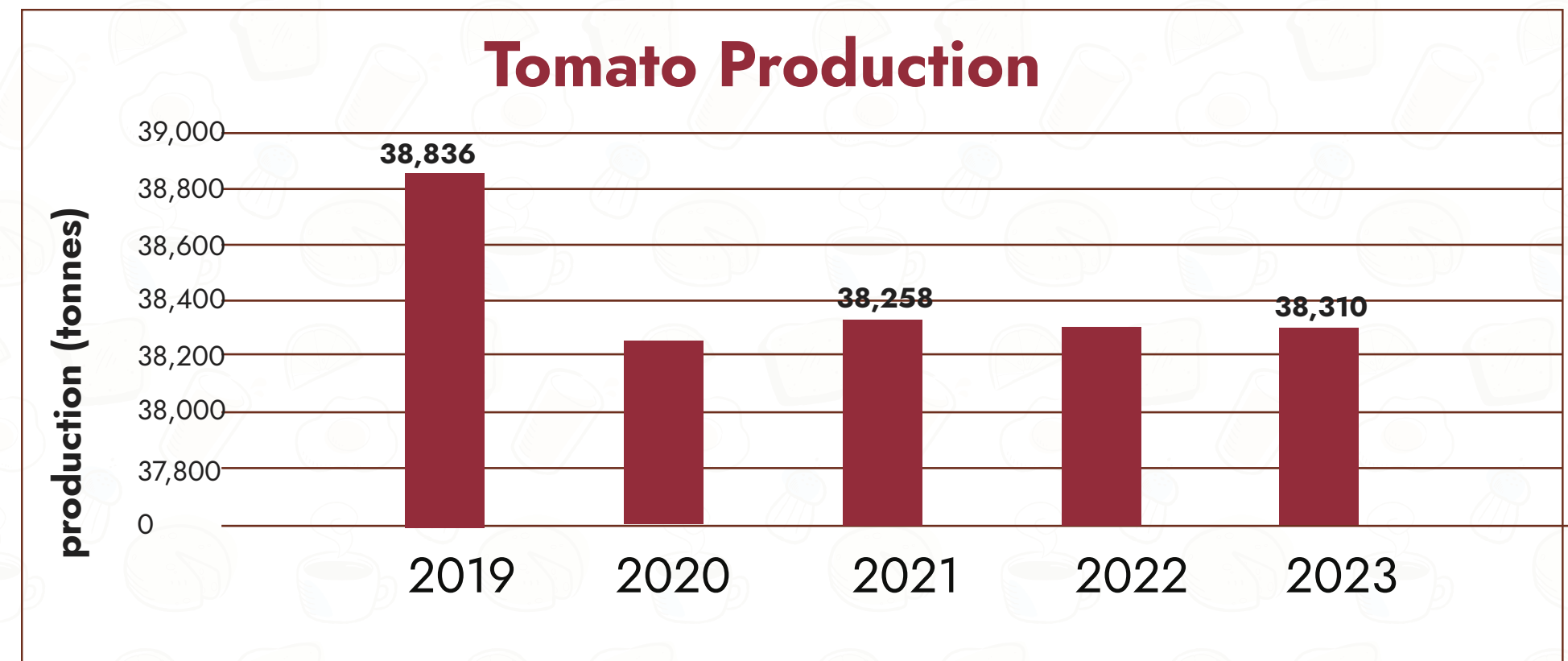
Peppper production generally increased from **2,180** tons to **2,202** in 2023.



Source; FAO STAT, 2023.

vi) Tomato Production.

Tomato production generally decreased from **38,836** tons to **38,310** in 2023.

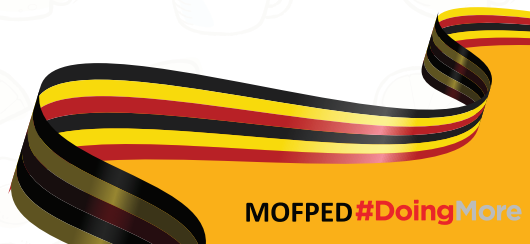


Source; FAO STAT, 2023.

b) Status of Fruit and vegetable Processing in Uganda.

i) Soft Drinks.

Soft Drinks cover varieties of prepared water-based beverages to which flavoring additives including sugar or sweeteners, aromas etc have been added. These may include cola drinks and lemonades, energy drinks, fruit nectars and soft drinks with fruit juice content. Domestic production of soft drinks increased from **809 million** litres in 2021 to **972 million** litres in 2022, representing a **20.2%** increase. Exports of soft drinks increased to **3 million** litres in 2022 from **1 million** litres in 2021, representing a **158.6%** increase.



Production, Imports and Exports ('000 Liters)

Product	2018	2019	2020	2021	2022
Production	540,349	755,431	704,575	808,820	972,012
Imports	10,253	10,601	7,712	9,818	11,582
Exports	615	650	784	1,196	3,093

Source: ITC Trade Map, 2023

b) The Flower Sub Sector.

The sector consists of **13 farms** cultivating **270 hectares** down from **23 farms** composed of **8** (eight) rose farms and **5** growing cuttings (Plants for Planting) with a target are to expand to **1000 ha** of flower farms.

The sector has however grown **13,400%** from **2 ha** farm in 1992 to **270 ha** in 2024 (UFEA, 2024). This is insignificant compared to other regional producers like Kenya with **4000 ha** and Ethiopia **3000 ha**.

Comparison of Performance of the flower sector.

Description	Area (ha)	Annual Exports (US\$ '000)	African Rank
Kenya	4,000	731,302	1
Ethiopia	3,000	261,953	2
South Africa	400	111,985	3
Uganda	270	60,755	4
Tanzania	200	23,358	5
Rwanda	40	8,413	6
Africa	650	1,422,880	9

The industry mainly focuses on cut flowers, cut foliage and to a lesser degree, pot plant cuttings. Cut flowers include a variety of Roses, Chrysanthemum cuttings, carnations and summer flower. Roses **(70%)**, Chrysanthemum cuttings **(25%)**, and potted plants **(5%)** are the primary flower types produced.

SECTION 6.

The structure of the National Horticulture Value Chain.

The horticulture value chain consists of a range of actors that include; smallholder farmers, traders who buy from them and aggregate, input suppliers who provide seeds, fertilizers, and agro-chemicals, as well as exporters and service providers.

a) Farmers.

At the heart of industry are smallholder farmers. At the national level, farmer data is limited, although some large-scale exporters collect key data on farms although, farmers generally supply any buyer.

b) Wholesalers and retailers:

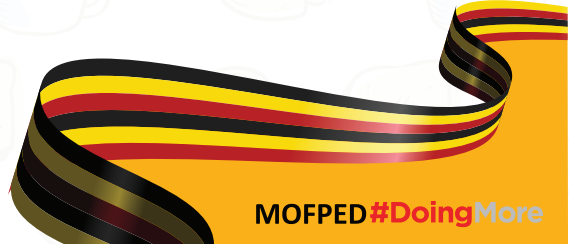
Wholesalers and retailers are largely fragmented and generally operate independently. Farmers principally supply retailers that operate in domestic markets. Wholesalers typically buy produce for export markets. Unlike traditional cash crops, fruits and vegetables farmers do not generally operate in cooperatives.

c) Exporters:

Exporters control market quality, MAAIF records indicate there are over **100 companies** registered to export fruits and vegetables from Uganda but only around 40% of them actively do so and most organizations representing exporters are buyers rather than producers. When it comes to selling produce into overseas markets, exporters control quality, working with selected farmers to ensure traceability and quality control throughout the value chain. There are several organizations representing exporter interests, including; HortiFresh Uganda.

d) Market structure:

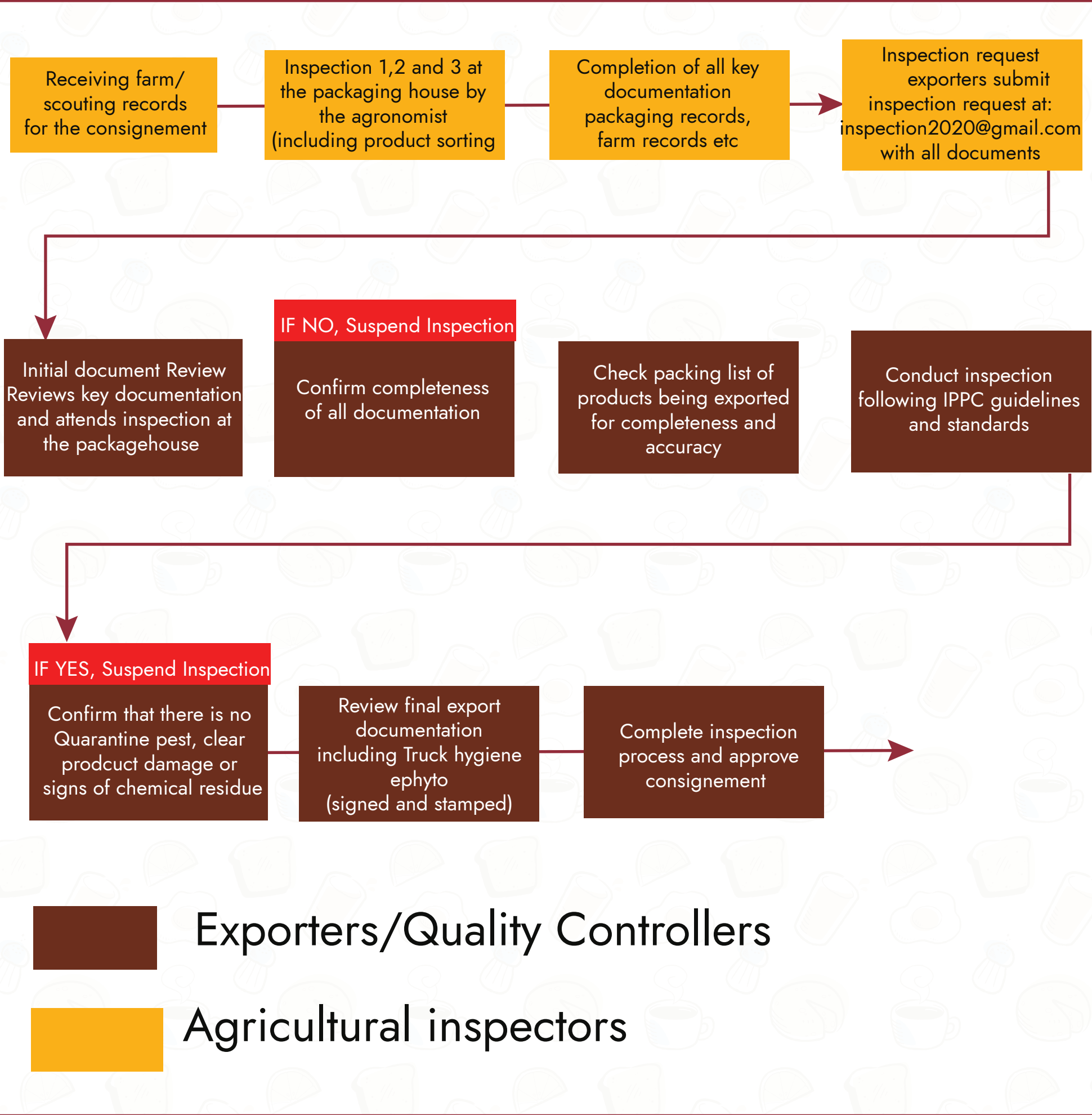
A network of wholesalers and retailers ensures that produce reaches consumers through roadside markets, supermarkets, kiosks, and shops. Distribution is informal, primarily based on demand. There is little reliable data on the volume and value of produce sold at the local level.



e) Sanitary and Phytosanitary (SPS) Requirements

Uganda has negotiated several bilateral agreements, including the EAC-US Cooperation Agreement on Trade Facilitation, SPS and TBT and Economic Partnership Agreements. All the RECs contain protocols on SPS and TBT. A draft national SPS policy is currently under discussion under MAAIF through a network of agricultural inspectors, the DCIC is responsible for ensuring SPS compliance by producers, retailers, and exporters. Inspectors are assigned to fields and farms, export packhouses, and all exit and entry points throughout the country. SPS compliance ensures that produce consumed on the local and export markets is free of any visible quarantine pests and that it meets Maximum Residue Levels (MRLs)⁸ in the domestic market and in overseas jurisdictions. SPS compliance inspection is conducted using a series of global best practices, although the SPS agreement allows Uganda – through the DCIC - to design and implement fit-for-purpose inspection procedures.

f) Snapshot of the SPS inspection process at packhouses/packing facilities



SECTION 7.

Interceptions

A number of interceptions due to harmful organisms have been reported by EU and MAAIF in FFVs.

Year	Interception due Harmful organisms	Interceptions due to Pesticide residues.
2021	82	12
2022	11	13
2023	38	13
TOTAL	155	50

SECTION 8.

Horticultural Trade

a) Retail Prices of Various Fruits and Vegetables in Uganda

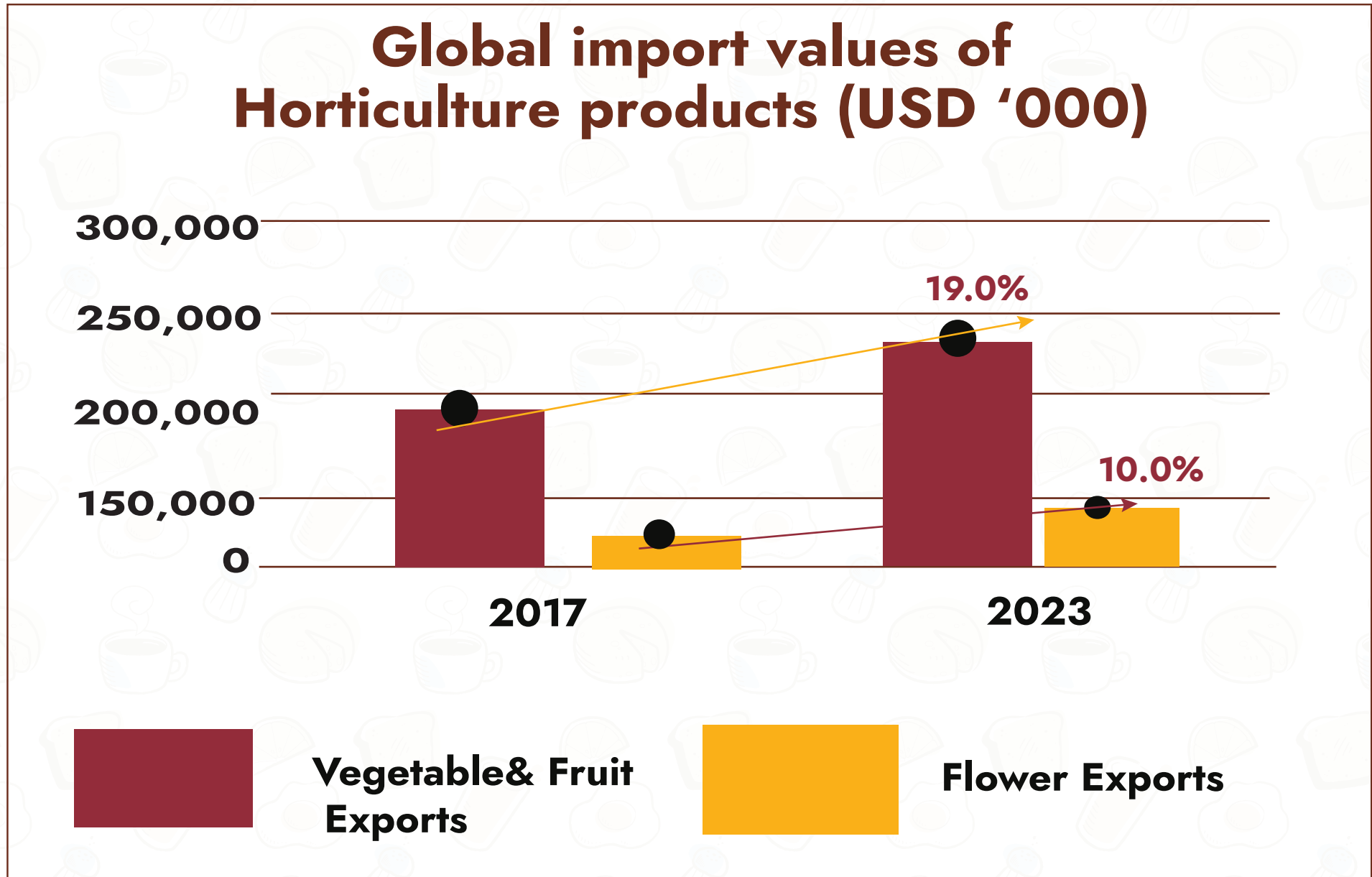
Description	Price (U.Shs)	Lowest (U.Shs)	Highest (U.Shs)
Tomato	2,550	2,235	2,929
Water melon	1,050	800	1,500
Cucumber	3,000	2,608	4,012
Avocado	1,450	1250	1250
Green Cabbage	900	800	1050
Green Pepper	3,450	3,053	4,113
Onions	4,200	2,770	6,482
Banana (short finger)	2,850	2,787	2,998
Banana(Bogoya)	1900	1,836	2,015

Source; MAAIF Statistical Abstract, 2023



b) Uganda’s Horticultural Exports.

Uganda’s horticultural exports registered a high growth rate of **17%** from **US\$254.4 million** in 2017 to **US\$296.9 million** in 2023 accounting for **7.0%** of the total value of agricultural exports and **4.4%** to the total value of exports. The growth was largely driven by export of fruits and vegetables that grew by **19%** from **US\$196.6 million** to **US\$233.0 Million** while flower exports grew by **10%** from **US\$57.7 million** to **US\$63.9 million** between 2017 and 2023.



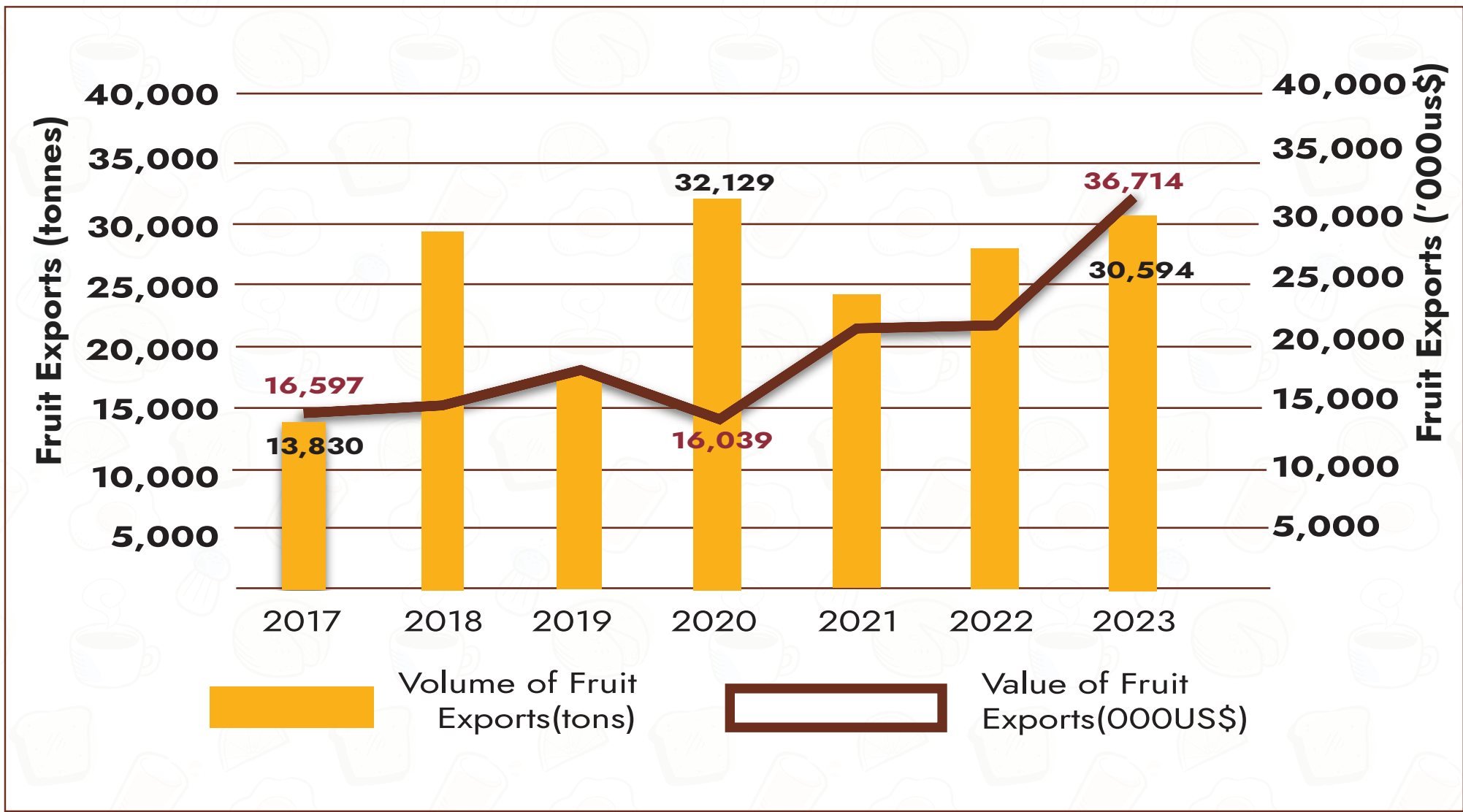
c) Changes in the export value of Fruits, Vegetables and Flowers.

Year	2017	2018	2019	2020	2021	2022	2023
Flowers	57.7	60.8	54.3	53.9	68.9	60.2	63.9
Fruits & Vegetables	196.8	221.4	146.7	111.0	235.4	226.0	233.0
Total (Horticulture)	254.4	282.0	201.0	165.0	304.0	286.0	296.9

Source UBOS, 2023.

d) Changes in Fruit export by quantity and value.

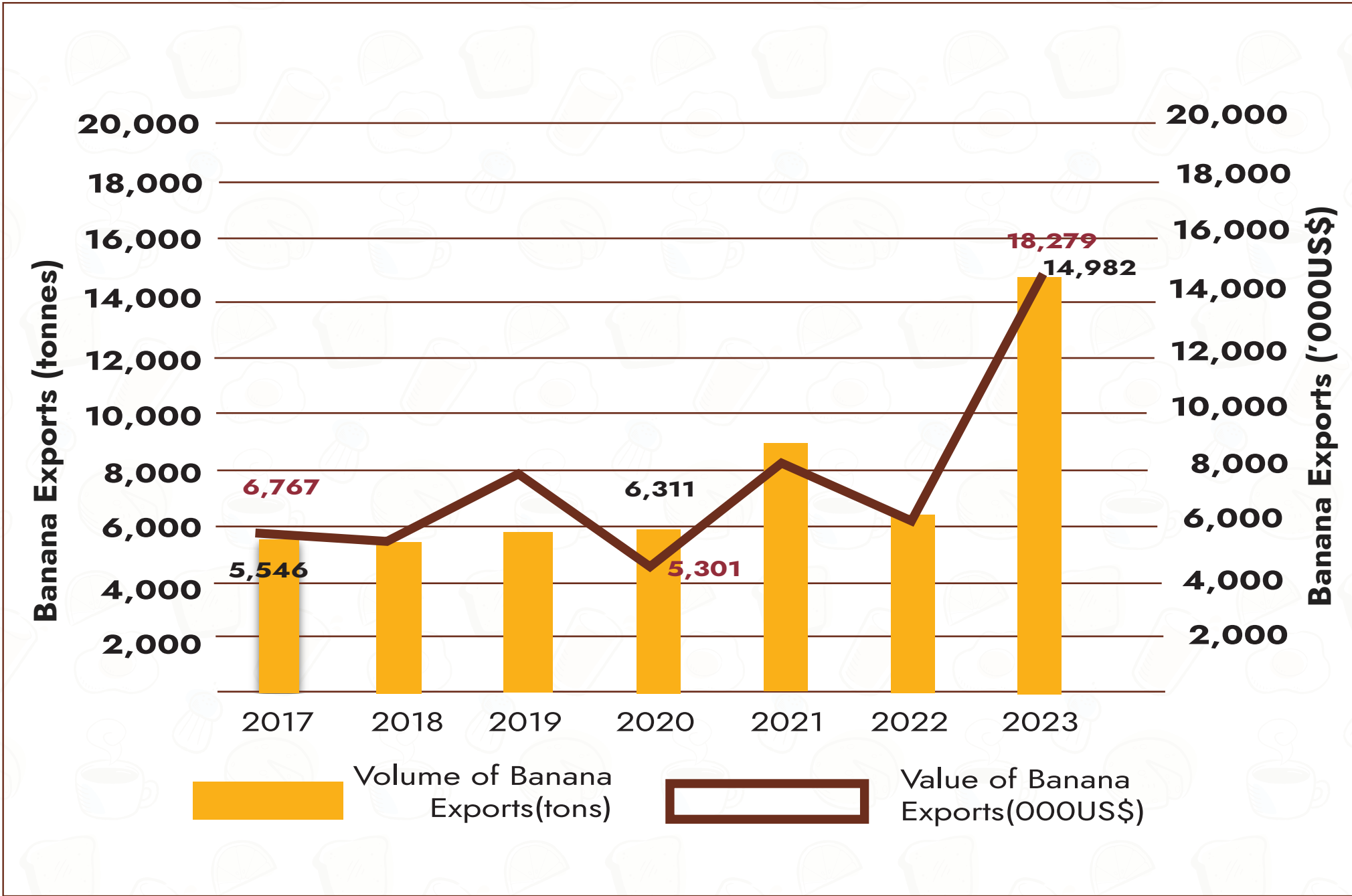
The value of Fruits exported increased from **US\$ 16.6 million** in 2017 to **US\$36.7 million** in 2023 representing a **121%** surge in fruit exports by the country as shown in figure below.



Source: UBOS, MAAIF Statistical Abstract, 2023.

e) Changes in Banana exports by quantity and value.

The value of Banana exported increased from **US\$6.8 million** in 2017 to **US\$18.3 million** in 2023 representing a **173%** surge in Banana exports by the country as shown in figure below.



Source: UBOS MAAIF Statistical Abstract, 2023.

f) Export Destinations for Uganda’s Fruits by Value.

Uganda exports fruits to diverse markets throughout the world and Kenya is the leading importer of Fruits from Uganda importing **US\$ 68.2 million** representing **34%** of the total fruit exports by Uganda. Other key importing countries include Rwanda, **23%**; USA, **9%**; Qatar, **5%**; Oman, **5%**; and UAE, **4%**.



Importing Country	Value exported by Uganda (,000US\$)	% share	Valaue exported from the World (,000US\$)
World Imports	27,002	100%	160.6
Kenya	9,131	34%	0.03
Rwanda	6,207	23%	0.01
USA	2,548	9%	24.2
Qatar	1,454	5%	0.4
Soutrh Sudan	1,393	5%	
Oman	1,358	5%	0.4
UAE	1,194	4%	2.5
UK	1,135	4%	6.2
Canada	458	2%	5.6
Saudi Arabia	352	1%	2.0
Netherlands	262	1%	8.3
Germany	233	1%	12.7
Australia	223	1%	0.7
Nepal	172	1%	
DRC	162	1%	
China	148	1%	18.7

Source ITC Trade Map, 2023

g) Uganda’s Fruit Export to key Economic Blocks by value.

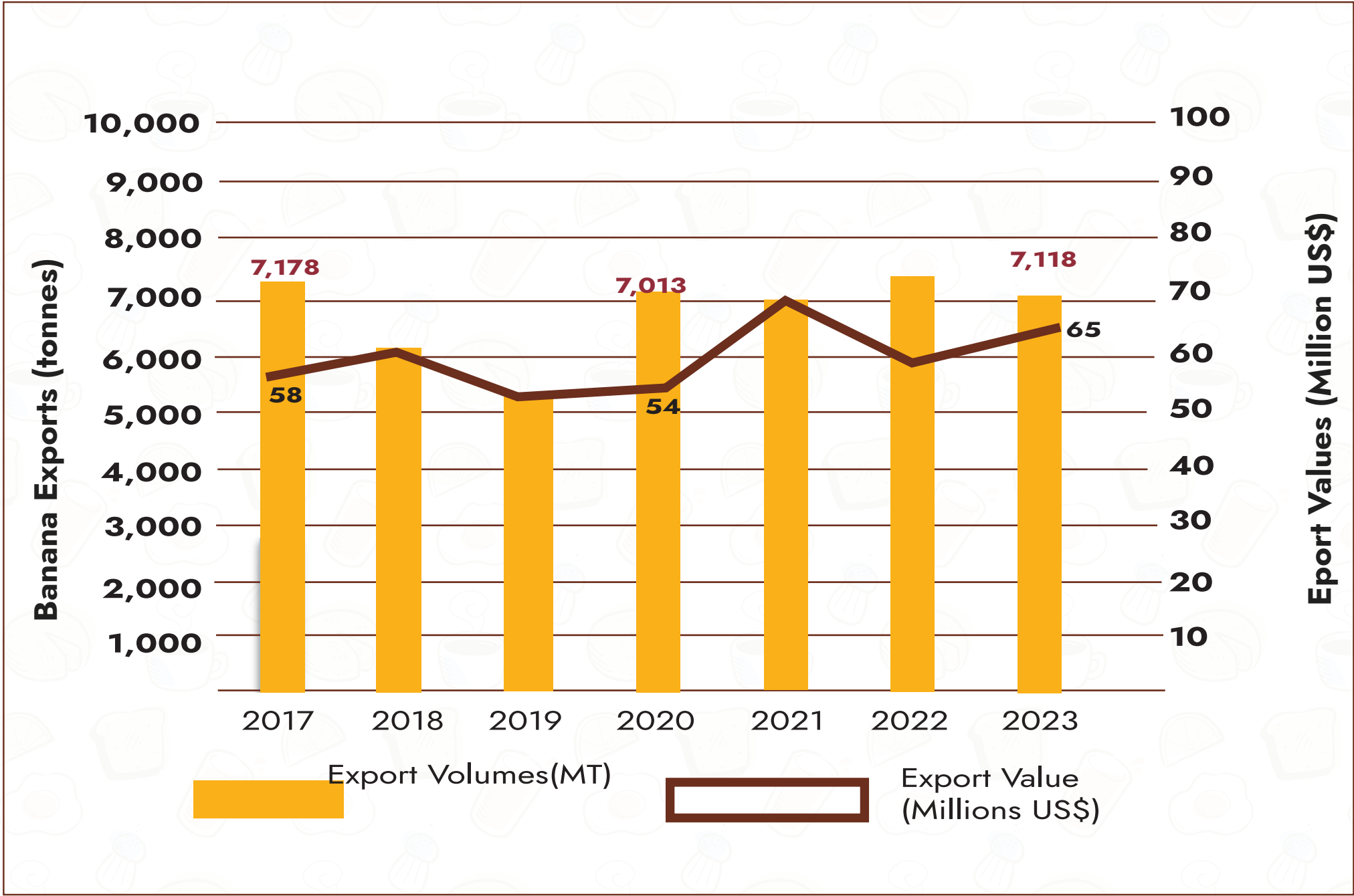
Uganda exports Fruits to diverse Economic blocks throughout the world and COMESA is the leading importer of Uganda’s fruits importing fruits worth **US\$10 million** representing a **72.5%** of the total fruit exports.

Economic Block	Export Value ('000 US\$)	Percentage
COMESA	10,107	72.5
North America	1,718	12.3
Other Africa	883	6.3
Middle East	569	4.1
Europe	365	2.6
South Asia	261	1.9
East Asia	47	0.4
Oceania	0	0.0
S/Central America	0	0.0

Source: UBOS, 2021.

h) Uganda’s Fruit Export to key Economic Blocks by value.

The value of Flowers exported increased from **US\$58 million** in 2017 to **US\$65 million** in 2022 representing a **12%** surge in flower exports for the country over the period.



Source: UBOS, 2023.

The value of Flowers imported decreased by **22%** from **USD 0.979 million** in 2021 to **USD 0.764** million in 2022. In 2022, Uganda imported **75.5%** of the flowers from Europe and **10.5%** from Other Africa countries **53.9%** from Tanzania and the rest from Niger). Of the Flowers imported from Europe, **76.1%** was imported from Germany and **15.2%** from Spain.

i) Export Destinations for Uganda’s Flowers by Value.

Uganda exports Flower to diverse markets throughout the world and Netherlands is the leading importer of Flow-ers from Uganda importing US\$50 million annually ac-counting for **82.4%** of the total flower exports. Other key importing countries include Germany **3.4%**, UK **3.0%**, USA **2.5%**, South Africa **1.5%**, Japan **1.3%** and Italy **1.1%**.



Importing Country	Value Imported from Uganda (,000US\$)	% share	Value Imported from the World (,000US\$)
Netherlands	50,086.0	82.4%	1.1 billion
Germany	2,053.0	3.4%	1.3 billion
UK	1,838.0	3.0%	765 million
USA	1,544.0	2.5%	2.6 billion
South Africa	932.0	1.5%	4.0 billion
Japan	768.0	1.3%	320 million
Italy	671.0	1.1%	170 million
Ethiopia	651.0	1.1%	48.53 million
Kenya	650.0	1.1%	3.42 million
France	464.0	0.8%	383 million
Canada	423.0	0.7%	156 million
Norway	287.0	0.5%	82 million
South Sudan	151.0	0.2%	
Greece	119.0	0.2%	20.0 million
Hungary	118.0	0.2%	18.0 million
Other Flower Importing countries			
Poland	119.0	0.2%	198.0 million
Switzerland	119.0	0.2%	195.0 million
Saudi Arabia	119.0	0.2%	108.0 million
UAE	119.0	0.2%	68.0 million
Czech Republic	119.0	0.2%	16.0 billion

Source ITC Trade Map, 2023

j) Uganda’s Flower Export to key Economic Blocks by value.

Uganda exports Flowers to diverse Economic blocks throughout the world and COMESA is the leading importer of Uganda’s fruits importing fruits worth **US\$10 million** representing a **72%**.

Economic Block	Export Value ('000 US\$)	Percentage
Europe	55,604	92.42
North America	1,565	2.60
COMESA	1,065	1.77
Other Africa	940	1.56
Asia	854	1.42
Middle East	116	0.19
Oceania	15	0.03
S/Central America	2	0.00

Source: UBOS, 2021

Top 15 Countries Exporting Roses, Fresh Cut to Eu-Countries in 2023

Economic Block	Export Value ('000 US\$)	Percentage
Netherlands	811644	48.7
Kenya	315050	18.9
Ecuador	265143	15.9
Ethiopia	149782	9.0
Colombia	43892	2.6
Uganda	28408	1.7
Spain	9568	0.6
Zambia	9034	0.5
Germany	5878	0.4
Italy	4975	0.3
Belgium	3505	0.2
United Kingdom	2715	0.2
Austria	2316	0.1
Finland	2118	0.1
Poland	1866	0.1

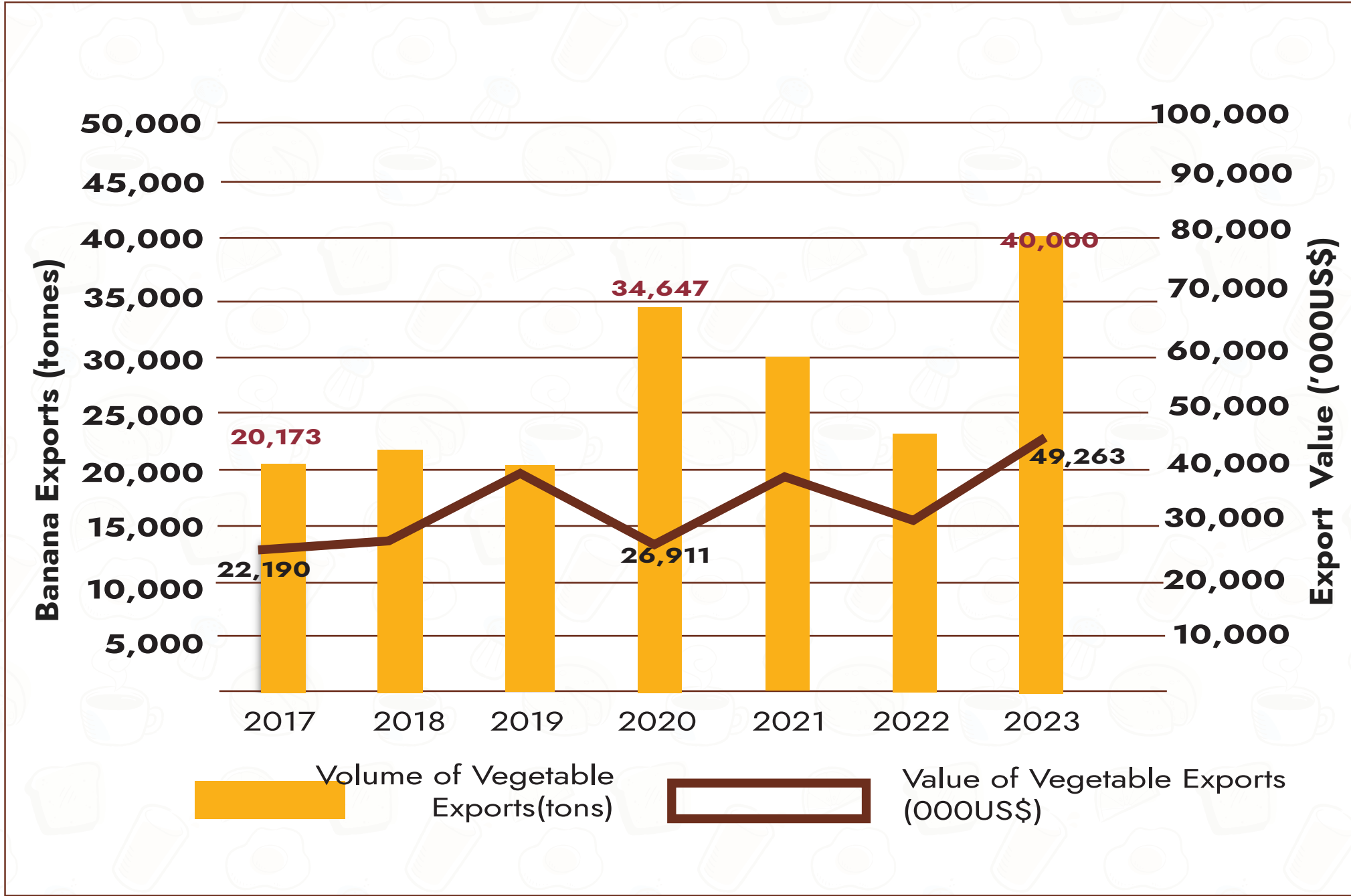
Source: The International Association of Horticultural producers (AIPH), 2023



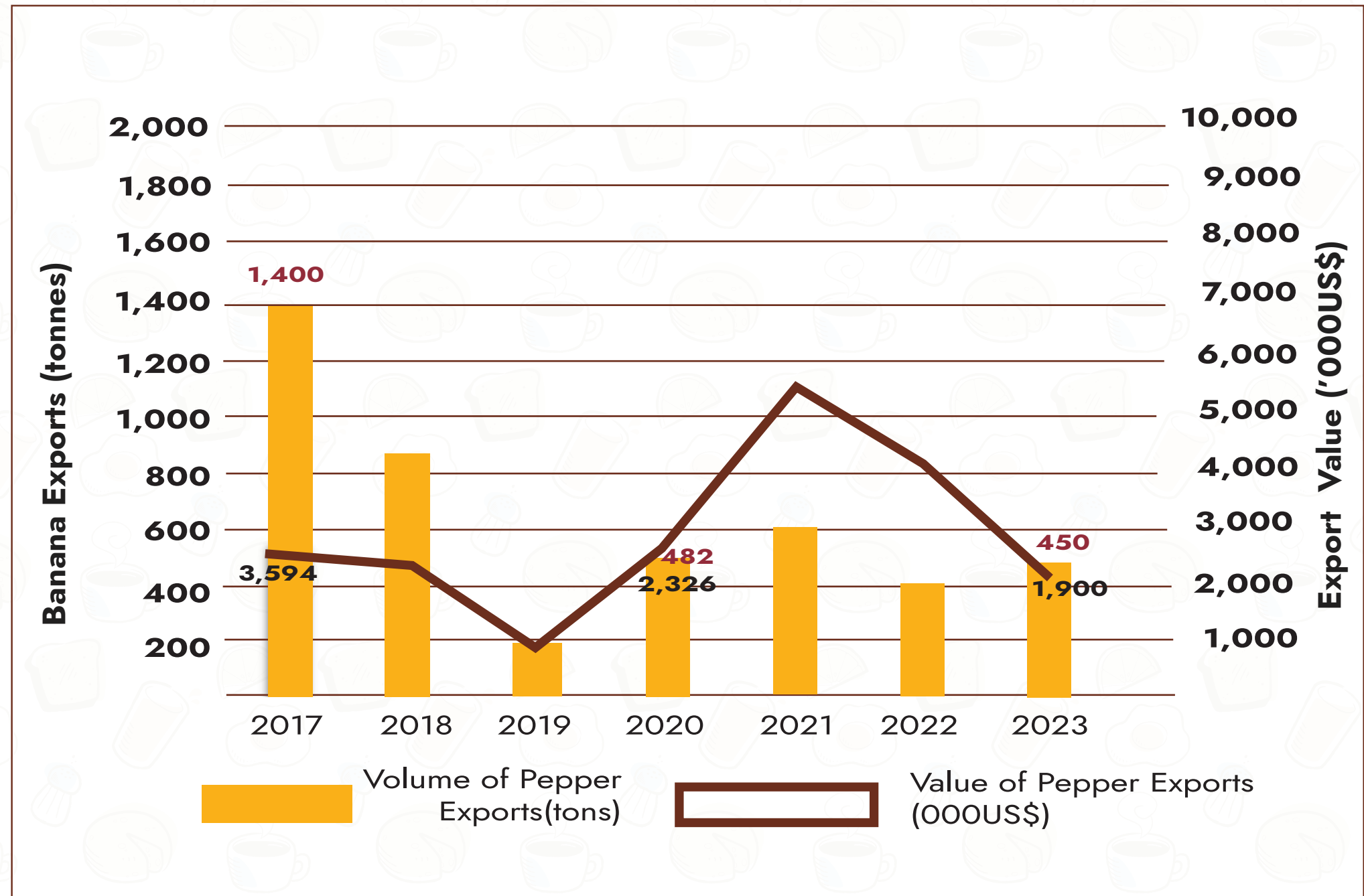
a) Vegetables

The value of Vegetables exported increased by **5.1%** from **USD 26.035 million** in 2021 to USD **27.375 million** in 2022. Uganda exported most of the Vegetables (**35.2%**) to Other African countries particularly South Africa (**99.7%**) and the rest to South Africa followed by **24.7%** to COMESA specifically to DR Congo and Kenya constituting **61.7%** and **30.7%** respectively.

Changes in Vegetable exports by quantity and value



Changes in Pepper exports by quantity and value



i) Vegetable Export Destinations by Value for 2022 ('000US\$)

Uganda exports Fresh Vegetables to diverse markets throughout the world. Kenya is the leading importer of FFVs from Uganda and the country imported FFVs worth **USD 68.2 million** in 2021. Other key importers were South Sudan, **USD 14.6 million**; Pakistan **USD 13.2 million**; India **USD 11.2 million**; DRC, **USD 8.3 million**; United Kingdom, **USD 4.4 million**; Tanzania, **USD 3.9 million**; UAE **USD 2.7 million**.

Importing Country	Value Imported from Uganda (.000US\$)	% share	Valaue Imported from the World (.000US\$)
World	106,079	100	97.5 billion
Kenya	31,393	30	78.8 million
Rwanda	27,090	26	15.6 million
South Sudan	16,365	15	27.8 million
Pakistan	5,756	5	1.0 billion
UK	4,448	4	4.8 billion
Qatar	3,079	3	252.0 million
Oman	2,739	3	240.0 million
Tanzania	2,585	2	5.6 million
Germany	1,855	2	8.9 billion
India	1,788	2	3.1 billion
DRC	1,728	2	12.5 million
Netherlands	1,692	2	3.5 billion
UAE	1,435	1	1.3 billion
Saudi Arabia	704	1	836 million
France	531	1	4.7 billion
Canada	413	0	3,746,911
Sweden	303	0	833 million
USA	266	0	15.4 billion
Maldives	230	0	
Belgium	226	0	

ii) Uganda’s Vegetable Export to the Economic Blocks by value.

Uganda exports vegetable to diverse Economic blocks throughout the world and Europe is the lead- ing importer of Uganda’s vegetables importing **US\$ 7.5 million** representing a **27%**, COMESA, **25%**, rest of Africa **24%** and the middle East **21.7%**

Economic Block	Export Value ('000 US\$)	Percentage
Europe	7,480	27.3
COMESA	6,836	25.0
Other Africa	6,597	24.1
Middle East	5,938	21.7
South Asia	261	1.0
North America	255	0.9
East Africa	18	0.1
Oceania	0.23	0.001
S/Central America	0	0.0
Total	27,388	100



Annex 1: HORTICULTURE EXPORTS SUPPORT INTERVENTIONS

ISSUE/CHALLENGE		REQUIRED ACTION	STATUS OF IMPLEMENTATION	RESPONSIBLE MDA
1	Establish and strengthen export infrastructure facilities to increase access to markets and address the issue of product quality so as to reduce interceptions arising from Sanitary and Phytosanitary interceptions			
a)	Inadequate capacity of fresh handling facility at Entebbe international airport as one stop center and appropriate infrastructure at the farm to enhance capacity handling along the value chain	i. Fast track the construction of the Fresh Handling cold storage facility at Entebbe in line with international standards	- Lab equipment has been acquired for NPPO department at Namalele. - Expected financing from the UKaid framework with Uganda framework with Uganda.	MAAIF
		ii. Operationalize Namalele lab Centre		
		iii. Establish the cold chain systems, stores, and inspection facilities at exit points and airport to reduce quality deterioration and enhance SPS compliance		
		iv. Establishment of Modern Decontamination technology for pre-shipment inspection and noncompliance detection.	- UDC/PPP unit to conduct the prefeasibility study for the best decontamination option. - Timeframe to be agreed on at the stakeholder’s engagement meeting	UDC

ISSUE/CHALLENGE		INTERVENTION	RECOMMENDATION/ PROPOSED ACTION	RESPONSIBLE/ MDA
b)	Poor Packaging infrastructure services at the farm affects	v. Review-pack house, -packaging and -transport status and develop standards for horticultural export produce	- These have not been done due to lack of funds. It is important as it enhances traceability	MAAIF
c)	Inadequate capacity to conduct inspections at all exit border points including Entebbe to noncompliance exports	vi. Deploy additional inspectors at Farm level, Pack house levels and at point of exit (Entebbe Airport and other exit points). vii. Support the construction and equipping of aggregation centres	- 5 inspectors have been recruited, equipped and deployed at the exit. The 5 border points of Malaba, Lwakhakha, Busia, Gatuna, and Mutukula have been opened with inspection equipment to conduct inspections of grain.	MAAIF
2 Inadequate Legal and regulatory Requirements for the sub sector				
a)	No operational policy on Sanitary and phytosanitary (SPS) requirements	Prioritise and fast track the submission and passing of the SPS Policy 2022 to promote initiatives such as Good Management Practices, Certification for Global for Good Agricultural Practices (GAP), Uganda GAP/Local GAP, Hazzard Critical Analysis (HACCP), Plant Protection Catalogues for Horticulture	- The SPS policy is ready to be presented to cabinet for consideration.	MAAIF URSB
b)	Inadequate regulation of the sector players to enforce standardss	Prioritise and fast track the gazetting of the Plant & Health for import and export regulations 2021 that provide for inspector's allowances and formalize process with statutory instruments	- Regulations are yet to be gazetted.	MAAIF
3 Human Resource Capacity to Regulate and enforce standards				
a)	Inadequate Human resource capacity regulate and enforce standards	30 Inspectors have been planned for to enhance the NPPO to be able to regulate and enforce standards. New structure has been prepared and forwarded to Public service for review and approval.	- Fast track the approval of the New structure of the NPPO that caters for required human resource. - Review the wage bill of the inspectors	MAAIF URSB
b)	Ignorance of the market's requirements	Inspectors and exporters should be specifically trained on the issuance of phytosanitary certificates and export documents should be updated to meet EU Requirements	Roll out the BDS framework	MoTIC Enterprise
		Multi-stakeholder platform formed to validate the MAAIF Action Plan to eliminate export interceptions and rejections	- The taskforce has been formed with a secretariat in MAAIF - Hortifresh Uganda has been supported to enhance self-regulation of players in the horticulture sector	

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