



COMPANY PROFILE

COMPANY OVERVIEW

Note: Some company-specific details (founding year, exact leadership names) should be confirmed internally. This profile integrates public data and industry benchmarks to capture Vuna Plus Agro Ltd's expanded product mix and strategic trajectory

VISSION

"To lead a new era of agricultural excellence by connecting local growers with international markets, sustainably and profitably.

MISSION

Growing value for farmers and feeding global demand





CORE PRODUCTS & VOLUMES

CASHEW NUTS

- ✓ Grades: W240, W320 (raw kernels)
- ✓ Tanzania's 2023/24 harvest reached 305,000 tonnes—up 61% YoY—and exports accounted for 99.7% of production .
- ✓ Main markets: India, Vietnam, Middle East.





SOYBEANS

- ✓ Exported 45,503 tonnes in 2022 (USD 32.74 M), with top destinations Rwanda (9,656 t), India (17,159 t), China (14,362 t), Canada and Italy .
- ✓ Varieties: white and yellow soy for human consumption and feed.

PIGEON PEAS

- ✓ 2,547 shipments Oct 2023–Sep 2024, led by exports to India (99% share), plus Kenya and Belgium .
- ✓ Tanzanian pulses ranked 11th globally in 2023, with steady growth of ~2% p.a. .

SPICES

- ✓ Black Pepper: 2023 harvest ~ 8,000 t, exports to EU and GCC markets.
- ✓ Green Cardamom: 2023 harvest ~ 1,200 t, primarily exported to Europe and North America.
- ✓ Cloves & Cinnamon: Small pilot volumes under sustainable-farming partnerships.
- ✓ Coriander
- ✓ Ginger, Cloves, Cardamom



Supply Chain & Operations

Sourcing:

- o Direct procurement from farmer cooperatives for nuts and pulses;
- o Smallholder spice growers organized through SIDO-supported clusters in Kilimanjaro/Tanga.

Processing:

- o In-house grading, drying and dehusking for cashews;
- o Cleaning/sorting lines for pulses and soy;
- o Spice-specific facilities: steam-drying, dehusking (pepper), and size-grading.

Quality Assurance:

- o ISO 22000, HACCP – pursuing Organic & Fairtrade certifications for all product lines.

Market Reach & Logistics

Key Export Destinations:

- o Cashews: India, Vietnam, UAE
 - o Soybeans: Rwanda, India, China, Canada, Italy
 - o Pigeon Peas: India, Kenya, Belgium
 - o Spices: EU (Germany, Netherlands), GCC (UAE, Saudi Arabia), USA
- Logistics Partners: Maersk, CMA CGM—just-in-time container shipping from Dar es Salaam Port.

Competitive Positioning

- Tanzania's Role:
 - o 8th-largest global cashew producer;
 - o Leading East African exporter of pulses



STRATEGIC PARTNERSHIPS & SUSTAINABILITY

- Farmer Development:
 - o Technical training for climate-smart nut and pulse farming;
 - o Spice-specific agronomy support via FAO and local extension.

SUSTAINABILITY:

- o Solar-dryers for spices and nuts;
- o Water-harvesting to reduce post-harvest loss;
- o Traceable sourcing schemes for Fairtrade compliance.

MANAGEMENT TEAM (EXAMPLES)

- Managing Director: Allen Massawe, 5 years in agri-exports, MBA In Finance.
- Operations Lead: Peter Jeremiah, 6 experienced in agribusiness

GROWTH & EXPANSION PLANS

1. Value Addition:
 - o Retail-ready spice blends and branded nut snacks.
2. Certification:
 - o USDA & EU Organic across all crops by 2026.
3. Market Diversification:
 - o Expand into U.S. ethnic-food channels and specialty European retailers.

