



Zimbabwe Agricultural Show 2026

*Theme: “Powering Growth: Where Agriculture, Technology and Commerce Converge”*

## 1. Theme Background and Rationale

Agriculture continues to play a central role in Zimbabwe’s economy by **supporting food security, employment creation, rural livelihoods, and industrial development**. The sector supplies raw materials for **agro-processing industries, contributes to export earnings, and sustains a large proportion of the population**. However, the demands placed on agriculture are increasing due to population growth, climate variability, evolving markets, and **the need for improved productivity and competitiveness**.

In recent years, Zimbabwe has made notable progress in strengthening agricultural production through improved inputs, irrigation expansion, and structured support programmes. At the same time, technological innovation is transforming how agriculture is practiced, managed, and commercialised. Mechanisation, digital agriculture tools, improved genetics, climate-smart practices, and modern processing technologies are redefining production systems and creating new opportunities for value addition.

Equally important is the role of commerce in ensuring that agricultural production translates into **economic growth**. Markets, financing systems, agro-processing industries, and trade networks determine whether production generates income, employment, and investment. Without strong commercial linkages, productivity gains cannot be sustained or scaled.

Against this background, the Zimbabwe Agricultural Society (ZAS) has adopted the 2026 theme “Powering Growth: Where Agriculture, Technology and Commerce Converge.” The theme reflects **a strategic recognition that meaningful agricultural transformation occurs when production systems, innovation, and markets function as an integrated ecosystem**. It underscores the need for coordinated engagement among farmers, businesses, technology providers, financial institutions, policymakers, and development partners.

ZAS 2026 therefore provides a national platform to connect stakeholders across the agricultural value chain, promote innovation-driven production, strengthen market systems, and support investment in agriculture as a driver of economic development.

## 2. Theme Explanation

The theme highlights the convergence of three essential pillars of agricultural transformation: agriculture, technology, and commerce. Each pillar contributes a distinct function, and their integration creates a powerful engine for growth.

Agriculture represents the foundation of the sector. It includes crop and livestock production systems, natural resource management, irrigation development, and farmer capacity. Productive and resilient farming systems are necessary to generate output, ensure food security,



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and supply raw materials for industry. However, production alone is not sufficient to achieve sustainable growth.

Technology serves as the catalyst that improves efficiency, productivity, and resilience. Technological advancement enables farmers and agribusinesses to produce more with fewer resources, manage risks, and respond to changing environmental and market conditions. This includes mechanisation, improved seed and livestock genetics, digital agriculture platforms, precision farming tools, research innovations, and climate-smart practices. Technology transforms traditional production systems into modern, competitive agricultural enterprises.

Commerce ensures that agricultural production creates economic value. It encompasses market access, agro-processing, financing, trade systems, logistics, and value chain coordination. When agriculture is effectively linked to markets and investment, production generates income, employment, and enterprise development. Commerce converts agricultural output into sustainable economic growth.

The concept of convergence emphasises integration rather than separation. Agriculture, technology, and commerce are interdependent. Productive agriculture creates supply, technology enhances efficiency and competitiveness, and commerce ensures sustainability through markets and investment. When these elements operate together, they strengthen value chains, promote innovation adoption, and support inclusive rural transformation.

Through this theme, ZAS 2026 positions agriculture as a modern economic sector driven by innovation, supported by investment, and connected to markets. It highlights the importance of collaboration across institutions and disciplines to achieve sustainable growth.

### **3. Objectives of the ZAS 2026 Agricultural Show**

The Zimbabwe Agricultural Show 2026 aims to advance agricultural development by promoting integration across production, innovation, and commerce. The specific objectives are:

- To showcase modern agricultural technologies that enhance productivity, efficiency, and resilience.
- To promote market-oriented agricultural production and value chain development.
- To facilitate engagement and partnerships among farmers, agribusinesses, investors, technology providers, and policymakers.
- To support knowledge exchange on sustainable and climate-resilient agricultural practices.
- To encourage investment in agriculture and agro-industrial development.
- To strengthen linkages between research, production systems, and markets.



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- To provide a platform for policy dialogue on agricultural transformation and economic growth.

Through these objectives, the show seeks to position agriculture as a dynamic sector capable of driving national development and rural economic transformation.

#### 4. Expectations

ZAS 2026 is expected to deliver outcomes that support agricultural growth and sectoral coordination. The show will bring together a diverse range of stakeholders, including farmers, agribusiness companies, financial institutions, research organisations, technology providers, government agencies, and development partners.

Key expectations include increased awareness and adoption of modern agricultural technologies, improved collaboration across agricultural value chains, and enhanced linkages between producers and markets. The event is also expected to stimulate investment interest in agricultural production, processing, and service provision.

For farmers, the show will provide exposure to innovations that improve productivity and resilience. For agribusinesses and technology providers, it will offer opportunities to demonstrate solutions and engage potential partners. For financial institutions and investors, it will provide insight into emerging opportunities within the agricultural sector. For policymakers and development partners, the show will serve as a platform for dialogue on strategies that support sustainable agricultural growth.

Ultimately, ZAS 2026 is expected to strengthen the agricultural ecosystem by promoting coordinated action, innovation adoption, and market integration.

#### 5. Conclusion

The theme “Powering Growth: Where Agriculture, Technology and Commerce Converge” reflects a forward-looking vision for Zimbabwe’s agricultural sector. It recognises that **sustainable growth depends on the integration of productive farming systems, technological innovation, and strong commercial linkages.**

Creating opportunities for stakeholders to connect, exchange knowledge, and develop partnerships, the Zimbabwe Agricultural Show 2026 will contribute to strengthening agricultural value chains, promoting innovation-driven production, and supporting investment in agriculture as a driver of national economic development.

Through this integrated approach, agriculture can move beyond production to become a competitive, resilient, and commercially viable sector that powers inclusive growth for Zimbabwe.

