Food and Agriculture Organization
of the United Nations

Hand-in-Hand
Initiative

Cuba

HAND-IN-HAND INITIATIVE | INVESTMENT FORUM 2026

IMPORTANT NOTES

FAO'S HAND-IN-HAND INITIATIVE

The investment opportunities presented in this document derive from government-led investment plans developed under FAO's Hand-in-Hand (HIH) Initiative. The Initiative supports countries in identifying high-impact agrifood system investments through a combination of data-driven territorial analysis, value chain assessments, and close collaboration with national counterparts. Using the Hand-in-Hand Geospatial Platform, the Initiative integrates geospatial, biophysical, and socio-economic data to identify priority "green zones" where agricultural potential and poverty incidence overlap, creating strong opportunities for transformative investment. Based on these analyses, national governments lead the development of investment plans that identify priority value chains, key bottlenecks, and potential investments required to accelerate agrifood system transformation. These investment opportunities aim to raise incomes, improve nutrition, and empower poor and vulnerable populations, while strengthening resilience to climate change and supporting the sustainable management of natural resources. The Initiative focuses on territories where targeted investments can generate the greatest impact in reducing poverty and hunger, contributing to progress towards Sustainable Development Goals SDG1 (No Poverty), SDG2 (Zero Hunger), and SDG10 (Reduced Inequalities), while balancing economic growth, social inclusion, and environmental sustainability.

IMPORTANT CLARIFICATIONS

The opportunities presented in this document are derived from government investment plans and reflect national development priorities identified through the Hand-in-Hand Initiative. FAO provides analytical and technical support in the identification and assessment of these opportunities and facilitates engagement with potential partners. The concepts presented are indicative and require further structuring and discussion with the relevant governments and potential investors. This document therefore presents a pipeline of government-prioritized agrifood investment opportunities that have been pre-screened using FAO's Hand-in-Hand analytical tools. FAO can support interested partners by facilitating technical exchanges and follow-up discussions with relevant government counterparts.

IMPACT TAGS

Investment cases are classified across four impact areas to highlight their primary development contributions and ensure comparability across countries and value chains.

Livelihoods	Income, productivity, jobs, and market access
Gender & Youth	Inclusion and opportunities for women and young people
Planet & Environment	Climate resilience and sustainable resource management
Digital	Use of technology to improve efficiency and access

CUBA

An island economy with abundant land, a skilled workforce, and a strengthening legal framework for foreign agroindustrial investment

KEY INVESTMENT SIGNALS

POPULATION

9.7M
(MILLION)

WORKING-AGE POPULATION

5.9M
(MILLION)

AGRICULTURAL LAND

6.3M ha
(MILLION HECTARES)

INVESTMENT CASE

STRONG LEGAL FRAMEWORK

- Foreign Investment Law (118/2014) guarantees investor protections
- 0% profit tax during the investment recovery period
- Exemptions on customs duties and labor-use contributions
- Long-standing political, legal and social stability

PRIVILEGED MARKET ACCESS

- Caribbean gateway linking the Americas, Europe and Asia
- Mariel Special Development Zone: export-ready infrastructure
- Existing trade ties with EU, Caribbean and North American buyers
- Extensive coastline enabling diversified export logistics

STRONG PRODUCTIVE POTENTIAL

- Abundant underused land with existing productive infrastructure
- Skilled workforce backed by a strong scientific research base
- High-potential chains ready for further value addition
- Wide diversity of agroindustrial investment opportunities

CUBA: INVESTMENT PORTFOLIO

Two flagship agroindustrial chains offering diversified, export-ready investment opportunities from farm to market

INVESTMENT PLAN **CUBA**	INVESTMENT CASE **1. HONEY**	INVESTMENT CASE **2. COFFEE**
IMPACT TAGS	IMPACT TAGS	IMPACT TAGS
INVESTMENT **USD 84.0 million**	INVESTMENT **USD 33.0 million**	INVESTMENT **USD 51.0 million**
NPV **USD 64.0 million**	NPV **USD 20.0 million**	NPV **USD 44.0 million**
AVG IRR **26.5%**	IRR **29.0%**	IRR **24.0%**
DIRECT BENEFICIARIES **3.6 thousand**	DIRECT BENEFICIARIES **2.1 thousand**	DIRECT BENEFICIARIES **1.5 thousand**
INDIRECT BENEFICIARIES **26.3 thousand**	INDIRECT BENEFICIARIES **6.3 thousand**	INDIRECT BENEFICIARIES **20.0 thousand**
AVG PER CAPITA INCOME INCREASE **+USD 3,109**	PER CAPITA INCOME INCREASE **+USD 1,545**	PER CAPITA INCOME INCREASE **+USD 4,673**
GHG IMPACT **TBD tCO2-e**	GHG IMPACT **TBD tCO2-e**	GHG IMPACT **TBD tCO2-e**

1. HONEY

From bulk honey exports to a diversified, high-value bee-products portfolio

INVESTMENT PROFILE (INDICATIVE)

INVESTMENT
USD 33.0M
(MILLION)

NPV
USD 20.0M
(MILLION)

IRR
29.0%
(%)

RATIONALE

- Untapped demand in EU, Asian and Caribbean premium honey markets
- Established apiary network (UEB) spans every province, ready to scale
- High potential for value-added products: propolis, royal jelly, cosmetics
- Government-backed foreign-exchange access scheme reduces commercial risk

KEY BOTTLENECKS	PROPOSED INVESTMENTS(*)
1. Low productivity, climate vulnerability, input shortages	Reforestation & genetic improvement of melliferous flora (65,000 ha); mobile sawmills, dryers, hive-carpentry modules (USD 13.0 million)
2. Limited operating capacity, low value addition	Modernization of Contramaestre, Sancti Spíritus and Occidente plants (packaging, pollen, wax, cosmetics) (USD 11.0 million)
3. Market-access barriers, liquidity constraints, low participation of women/youth	Digitalization, traceability, certification, entry into niche markets (USD 9.0 million)

SUSTAINABILITY BENEFITS

DIRECT BENEFICIARIES
2.1K
(THOUSAND)

INDIRECT BENEFICIARIES
6.3K
(THOUSAND)

PER CAPITA INCOME INCREASE
+1,545
(USD/PERSON)

GHG IMPACT
FAO EXACT CARBON TOOL
TBD
(tCO2-e)

Note: (*) Opportunities reflect government priorities identified through the FAO Hand-in-Hand Initiative and require further structuring with relevant public and private stakeholders.

Hand-in-Hand Initiative

2. COFFEE

Rebuilding Cuba's coffee sector from the ground up: from farm renewal to a premium "field-to-cup" export brand

INVESTMENT PROFILE (INDICATIVE)

INVESTMENT
USD 51.0M
(MILLION)

NPV
USD 44.0M
(MILLION)

IRR
24.0%
(%)

RATIONALE

- Established joint venture (BIOCUBACAFE) already linked to a global roaster
- Strong Oriente production base with 22+ supplying cooperatives
- Specialty "Arabica" niche (Cristal Mountain) commands premium positioning
- Clear pathway to EU market access via EUDR-compliant traceability

KEY BOTTLENECKS	PROPOSED INVESTMENTS(*)
1. Limited land in production (~30% of potential), productivity gap from inputs/climate	Renewal & expansion of 5,000 ha of coffee farms; inputs, agroforestry infrastructure, cacao diversification (USD 21.0 million)
2. Quality losses, outdated pulping equipment, industrial capacity below target, weak logistics	Pulping/fermentation/drying equipment; renovation of the Contramaestre roasting, milling & packaging plant (solar power) (USD 30.0 million): • PPP via the BIOCUBACAFE S.A. joint venture (Lavazza 40% + HEI 30% + Agroforestal S.A. 30%)
3. Weak premium-market positioning, low inclusion of women/youth	Digital traceability/certification system (organic, DOC, EUDR); Cuban brand development (USD 0.1 million)

SUSTAINABILITY BENEFITS

DIRECT BENEFICIARIES
1.5K
(THOUSAND)

INDIRECT BENEFICIARIES
20.0K
(THOUSAND)

PER CAPITA INCOME INCREASE
+4,673
(USD/PERSON)

GHG IMPACT
FAO EXACT CARBON TOOL
TBD
(tCO2-e)

Note: (*) Opportunities reflect government priorities identified through the FAO Hand-in-Hand Initiative and require further structuring with relevant public and private stakeholders.

Food and Agriculture Organization
of the United Nations

Hand-in-Hand
Initiative

Cuba

HAND-IN-HAND INITIATIVE | INVESTMENT FORUM 2026

Click here to see full Investment Note:

Click here to request a bilateral meeting: