

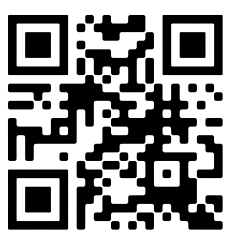


AVOCADO SOCIETY
OF KENYA

growing. lives. together

YEAR Planner

2023



ABOUT US

The Avocado Society of Kenya is the principal association for growers, exporters and other value - chain players in Kenya. Our goal is to promote efficiency of production and organized marketing industry towards a long-term profitability of avocado agribusiness in Kenya and around the world.

OUR VISION

To take the lead role towards a sustainable and profitable avocado agribusiness.

OUR MISSION

To work in partnership with public and private stakeholders, to provide innovative services that influence the transformation, empower members and specifically smallholders to sustainably increase their productivity for improved livelihoods.

OUR GUIDING HAND

We underscore the importance of food safety, traceability, efficiency, transparency and sustainability process steps all the way to our markets. This will effectively offer prosperity to the farmers and exporters and also to the communities in which our members work and live.

Our Exporters members diligently follow international phytosanitary protocols in compliance with signed international trade agreements.

AVOCADO - THE NEW GREENGOLD

We work and cooperate with national and international authorities for expanded markets access. Kenya avocados are being enjoyed in the Europe - Netherlands, Germany, Spain, Belgium, UK, France, Italy, Portugal and Far East - Russia, Ukraine, Hungary, Poland, Romania. The UAE - Dubai , Abu Dhabi, Saudi Arabia, Qatar among other countries.

Building the avocado industry in Kenya, ASOK has improved the businesses of small farmers through viable and sustainable production. Our work has encouraged regional economic growth, creating approximately 36,000 direct and permanent jobs and over 230,000 seasonal jobs.

Kenya rural youths have historically been one of the largest sources of migrant labour workers to the urban areas. The economic opportunities provided by the avocado industry have led to a drastic cut in undocumented emigration from the rural areas.

OUR SUSTAINABILITY

THE GREEN AGENDA

We are committed to sustainable practices. Our avocado industry success depends on the conservation of the natural environment, soils, forests and water, as well as the economic security of our communities.

Promoting responsible farming practices is our cornerstone. Our mission is not only to offer a top-quality product, but to grow, harvest, and export those fruits sustainably, all while providing prosperity to the avocado-producing communities

SMALL GROWERS

Approximately 160,000 small scale avocado farmers relying on their farms to support their livelihood. For these farmers and the communities they live in, the sustainability of the avocado industry must be guaranteed.

The avocado-producing regions provide a verdant haven for the people whose livelihoods have been tied to the land for generations. Our avocados grow in altitudes between 800 and 2,000 meters above sea level. In Kenya, orchards are placed at varying elevations that form many different microclimates which is an assurance of Kenyas year supply in the near future.

Meanwhile, our rich volcanic soil provides nutrients to the avocado trees and surrounding forests – they act as a natural fertilizer, reducing the need for using agrochemicals in the orchards. In turn, the trees and forests provide stable and predictable temperatures, trapping moisture that reduces soil erosion.

HOW WE DO IT

We participate and organize local, national and International events such as growers' field days, exhibit at international trade fairs and themed events. We are members of the World Avocado Congress and have strong partnerships with the eleven main avocado growing and exporting countries.

We conduct regular Good Agricultural Practices training for farmers across all the avocado growing counties. We offer avocado growing suitability tests. We help link our exporter members with international buyers and help them comply with market requirements on food safety and social standards. We partner on training and certification audits for growers and exporters.

THE FUTURE

The future for avocados growing and exporting in Kenya is always promising. Our strength is anchored in delivering on quality that gives our consumers the best avocado eating experience.

MONTHS	EVENTS
JANUARY	Avocado Maturity Survey, 4th – 9th Meru FARMERS GAP Assessment, 16th – 17th Western Kenya Avocado Stakeholders Meetings, 15th – 27th Food Safety Standards Training (KS1758, GLOBAL GAP, GRASP, SMETA), 27th
FEBRUARY	Avocado Crop Nutrition & Protection Training, 3rd FRUIT LOGISTICA, Berlin, 8th – 10th SAAGA Research Symposium, 14th Gulf Food, Dubai, 20th – 24th Murang'a Farmer's Day, 24th
MARCH	Avocado Agribusiness Training and Farm Tour, 17th Avocado Export Protocol Launch, 24th Nyeri Farmer's Day, 31st
APRIL	World Avocado Congress, New Zealand, 2nd – 5th Bungoma Farmer's Day, 14th Avocado Nursery Protocol Launch, Western Kenya, 28th
MAY	MACFRUIT, Italy, Rimini - Expo Centre, 3rd - 5th INTERNATIONAL AFRICA AVOCADO CONGRESS, NAIROBI, KENYA, 31st May – 2nd June. www.avocadoafrica.com
JUNE	Practical Avocado Processing & Grading Seminar, 20th Nakuru Farmer's Day, 30th
JULY	Avocado Crop Nutrition & Crop Protection Training, 7th Kenya Avocado Festival, Nairobi, 21st www.avofest.co.ke
AUGUST	Avocado Pruning & Tree Training, 15th Bomet Field Farmer's Day, 25th
SEPTEMBER	Uasin Gishu Field Farmer's Day, 22nd
OCTOBER	FRUIT ATTRACTION, Madrid, Spain, 3rd – 5th Anuga, Cologne, Germany, 7th –11th Israel Avocado Tour, 10th – 13th Kisii Farmers Day, 27th
NOVEMBER	Avocado Agribusiness Training and Farm Tour, 10th
DECEMBER	Kenya Avocado Excellence Awards, 1st ASOK Members Annual General Meeting, 8th www.avocadoawards.co.ke



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