

A top-down view of fresh avocado leaves and three avocados on a dark, textured wooden surface. One avocado is cut in half, showing its green flesh and brown pit. The leaves are vibrant green and clustered in the upper left corner.

Avademia



"The real avocado experience"

EXPORTING  
FRESHNESS  
AROUND  
THE GLOBE



## OVERVIEW

Kenya is considered the world's finest avocado growing region. It is also favored by an equatorial climate that allows it to produce avocado throughout the year. Hass and fuerte varieties are grown naturally so very little is required for crop protection making it almost organically produced. We are very proud of our Brand Avodemia to have a unique world-class production process that ensures fresh avocado fruits and avocado oil reaches our customers in its purest and most nutritionally beneficial form. Our products include Extra Virgin Avocado Oil, Crude oil and Fresh avocado fruits.







# WELCOME TO AVODEMIA

Our operations commenced in 2019 at our established factory at Ruiru along Thika Superhighway with an objective to empower avocado farmers in the entire Africa region by offering the best prices of their crops regardless of the demand – supply fluctuations in the market between the seasons.

To date, we have 4,700 contracted farmers, all of our farms are carefully managed by a network of agricultural experts. We make choice investments in the land and communities where we grow to make sure that each and every avocado we grow is healthy, delicious and ready to market.

To achieve this, we further provide

1. Technical trainings to our Farmers (Organic Farming, crop husbandry, health & Safety etc)
2. Avocado Certified seedlings.
3. Better prices to our farmers.
4. financial support to facilitate farming

Our products are processed under HACCP, BRCGS, ISO, Global Gap, SMETA and duly compliant with all Legal regulations and certification bodies such as U.S. Food and Drug Administration (**Registration No. 12633090010**) We've partnered with Horticultural Crops Directorate (HCD), Agriculture and Food Authority (AFA), the Inspectorate body the Kenya Plant Health Inspectorate Services (KEPHIS) and Food, drugs and Chemical Substances (Food Hygiene) Regulations.

We have invested in the latest technologies & most advanced Avocado processing facility in Kenya.

We are proud and honoured to have a passionate and dedicated team with many years of experience in avocado oil industry who are committed to excellence giving an assurance of high-quality avocado oil.





# VISION

To be the global leader in avocado oil processing and exporter of fresh avocado and other produce with the aim of creating value for our customers and society.



# MISSION

To create superior value for our customer and a commitment to helping our farmers while supporting our employees to build a world class avocado oil and fresh produce enterprise.



# OUR CORE VALUES

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**Avodemia Ltd shall be guided by the following core values:**

**Integrity:** We emphasize transparency and accountability in all our business processes at all times. We adhere to the principles of good governance and conduct ourselves in a manner that meets high ethical standards.

**Professionalism:** We take pride in producing high-quality work and delivering exceptional service to internal and external customers.

**Customer Focus:** We commit ourselves to align our business to the expectations of all our clients and to attain the highest standards in service delivery.

**Creativity:** We are a learning organization that continuously embraces change to enhance creativity and innovation for value-addition in our business processes.

**Teamwork:** We embrace a collaborative culture at all levels in the implementation of our programs

**Service to others:** We support and do whatever it takes to meet to our clients' needs by providing innovative solutions to their real or perceived problems.



## Organic & Conventional Chambers



Weighbridge





Quality Check



# QUALITY ASSURANCE PROCESS

## QUALITY STARTS IN THE FIELD

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COOLING



QA INSPECTION



DRY MATTER  
TESTING



STORAGE



FINAL  
INSPECTION





Raw Material



Washing



Grading



Packing



Quality Check



Palletizing



Dispatch



# OUR CERTIFICATIONS

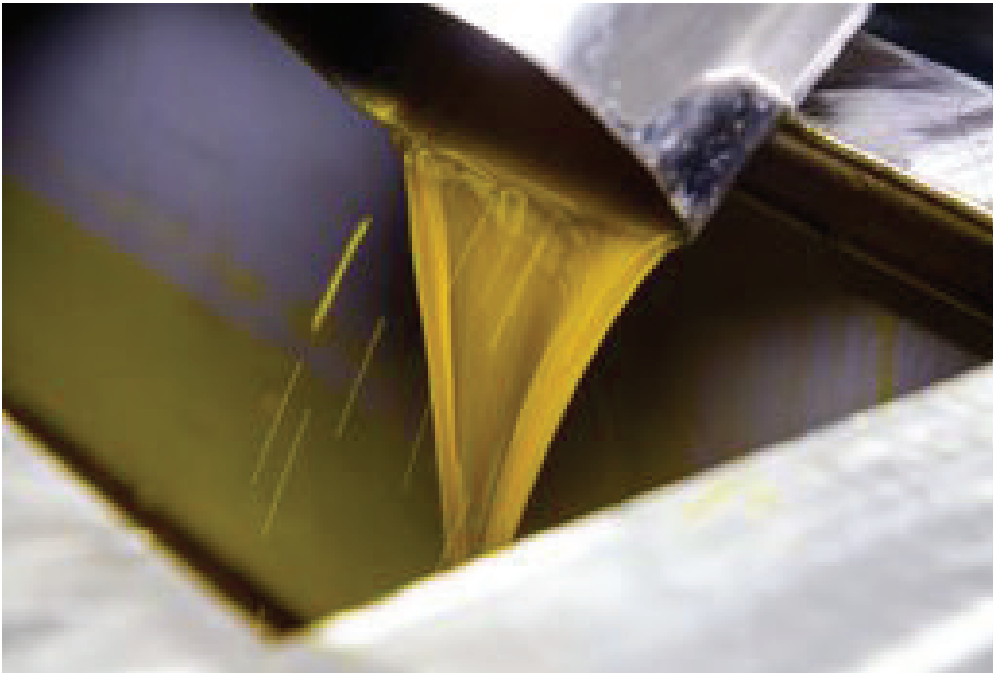


# OUR PARTNERS





# Oil Production



## **Way Forward :**

- 1. Proper regulation for Avocado Farming**
- 2. Collaboration with key players**
- 3. Season control**
- 4. Nationwide awareness on Avocado Farming**
- 5. Extension services**





# EXPORT MARKETS



## GEOGRAPHICAL PRESENCE

KENYA | ETHIOPIA | TANZANIA | USA  
NETHERLANDS | UNITED KINGDOM | ITALY  
DUBAI

## EXPORTING FRESHNESS AROUND THE GLOBE

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