



AVOCADO SOCIETY
OF KENYA

growing. lives. together

YEAR *Planner*

20
24



ABOUT US

The Avocado Society of Kenya is the principal association for growers, exporters and other Value - chain players by the Registrar of Societies (Cap. 108). Our goal is to promote efficiency of production and organized marketing towards a long-term profitability of avocado agribusiness in Kenya.

VISION

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

OUR MISSION

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

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

OUR SUSTAINABILITY

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 pre-certification audits for the same.

We have held several national international and national events including the second physical AVOCADOAFRICA 2023. In collaboration with other regional and international organizations in the Fruits and vegetables value-chain in Africa and beyond ASOK will host the third International Africa Avocado Congress (2024 Avocado Fruits & Vegetables Africa). www.avocadoafrica.com.

Kenya Avocado Excellence Awards (KAEA) held in December 1st had avo-champion persons and companies feted; available on www.avocadoawards.co.ke

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	KS1758 Training, 24 – 26th
February	FRUIT LOGISTICA, 7-9 th SAAGA's annual Research Symposium & SOUTH AFRICA INTERNATIONAL TOUR, 15 th Tzaneen, South Africa Gulf food, Dubai, 19 – 23 rd Murang'a Field Farmers' Day, 23 rd

MONTHS	EVENTS
March	<p>Customized Training on Integrated Pest Management & Safe Use of Pesticides, 8th</p> <p>Gulf Coast Food & Fuel Expo, Biloxi USA, 13-14th</p> <p>Anuga FoodTec, Cologne Germany, 19 -22nd</p> <p>Nyeri Field Farmers' Day, 22nd</p>
APRIL	KS1758 Training, 17-19 th
May	<p>INTERNATIONAL Avocado Fruits & Vegetables Africa CONGRESS, 7- 10th NAIROBI, KENYA www.avocadoafrica.com</p> <p>Meru Field Farmers' Day, 31st</p>
June	<p>Customized training on grafting and nursery management, 14th</p> <p>Nakuru Field Farmers' Day, 28th</p>
July	<p>Customized training on pruning & training, 12th</p> <p>Machakos Field Farmers' Day, 28th</p>
August	<p>KS1758 Training, 14 - 16th</p> <p>Bomet Field Farmers' Day, 23rd</p>
September	<p>Asia Fruit Logistica, 4-6th</p> <p>Kakamega Field Farmers' Day, 17th</p>
October	<p>ISRAEL INTERNATIONAL FARM TOUR, 2-3rd</p> <p>Fruit Attraction, Madrid Spain, 8-10th</p> <p>Uasin Gishu Field Farmers' Day, 25th</p>
November	Avocado agribusiness training and Farm Tour, 15 th
December	Kenya Avocado Festival , 6 th



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