



AVOCADO SOCIETY  
OF KENYA

Welcome to

WEBINAR ON

AVOCADO GROWING  
IN KENYA FOR THE WORLD.  
THE PAST, PRESENT  
& FUTURE

*Invitation to participate  
in international avocado seminars.*

Date: 21st, 22nd & 23rd, July 2020  
Time: 18:00 - 19:00 East Africa Time (EAT)





# WHO WE ARE

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

## OUR MISSION

To take the lead role towards a sustainable and profitable avocado industry

## How We Work

- We assist our growers to achieve their highest crop production potential in both quality and quantity. We link growers and exporters of the avocado to ethical buyers locally and abroad We train our members on Good Agricultural Practices and help them set systems for compliance with local and global standards. We guide on the establishment of orchards by ensuring that nurseries produce certified true- to- the- type disease free seedlings and offer right extension advise walked the production journey to the market through various credible input suppliers and other service providers.
- We provide business to business networking opportunities for our members.
- We participate and organize local and international kindred events such county farmers field days and exhibit on international Trade fairs on avocado themed events. The First International Africa Avocado Congress- Avocado Africa ( [www.avocadoafrica.com](http://www.avocadoafrica.com) )which will be held in June 2021 in Nairobi, Kenya is one such brain child of the Avocado Society of Kenya.
- We are an active member of the World Avocado Congress Committee – WACC and core - share membership with major avocado producing countries.
- We lobby government and stakeholders to that which is good for the value -chain to thrive.
- We have embarked on promoting the brand “Avocados from Kenya, Delicious Naturally” in the international market as a mark of product quality, ethical business practices and authentic Kenyan avocado heritage
- We wish to fuel the local consumption of avocados too. This will translate to business for all varieties of avocados grown in the country.
- Finally, we recognize and award individuals and institutions that champion good agricultural and ethical practices in the value - chain. We do this during the annual Kenya Avocado Festival

## The Past.

Portuguese are thought to be responsible for the dissemination of avocado during the 16th and 18th centuries in Kenya. By 1939, such improved cultivars as Puebla, Nabal, Lyon, Lula, Linda and at least two strains of Fuerte – one from California and one from South Africa – had been introduced in Kenya. They adapted very well to the highlands of Kenya,

According to Jurgen Griesbach - a famous botanist who undertook a lot of research work for CGIAR on Fruit Trees, a project to evaluate avocado for adaptability in Kenya started in 1965. Outcomes from this project revealed that the West Indian races were adapted from sea level to 1,000 m; the Guatemalan races was best suited to areas between 1,000-2,000 m and the Mexican races from 1,500-2,500 m.

The first commercial orchard was established in the 1923 by the Anderson family at Kitale on the Kenya-Uganda Border. The third Generation Andersons grow avocados on about 200 acres at around Mt. Elgon and are members of the Avocado Society of Kenya.

The Statistics indicate that in 1970, about 23 tons of avocado were exported, while in 1984 this figure had climbed to 1,400 Tones. Over 20, 000 tones have been exported since 2003.

## The Present

The acreage under avocado has been increasing steadily. In 2015 the acreage under avocado production was 13,305Ha. In 2020 the area is almost doubling is thought to have surpassed the 20,000Ha. Kenya is now Africa Lead Avocado Exporter since 2017.

Most of the Kenyan avocado farmers are found in Murang'a, Nyeri, Kiambu, Kisii, Meru and the entire Mt. Kenya region. The other regions that avocado farming is taking shape include Nandi, Bomet, Uasin Gishu, Trans- Nzoia, Bungoma and Siaya counties. The leading export varieties from Kenya are Hass, Fuerte and Pinkerton. Kenya exports the indigenous varieties too often referred to as Jumbo. Kenya does value addition by processing avocado oil. Recently, we have successfully exported frozen avocados to China.

In 2016 avocado earned Kshs. 4.63 billion accounting for 8 percent by value of fruit sub-sector. In 2018 Avocados are believed to have earned the country Kshs 9 Billion in Revenue.

## Current export markets

Kenya currently exports Mainly to European Union, United Arab Emirates, Saudi Arabia, Russia, Singapore, Egypt, Malaysia, Oman, Hong Kong, Qatar, Kuwait, Morocco, South Africa and Ghana. The European Union is the leading importer of avocado from Kenya followed by United Arab Emirates. Kenya exported 81,097,981.78 Kgs of avocados in 2018 Which was an on Year. In 2019 which is an Off year we exported 28, 319,770.07 Kgs. From January to June 2020, the County has exported 58, 426,760 .06 Kgs valued at Kshs 8Billion.

# SPEAKERS FOCAL



**GENETIC  
RESOURCES**



**PRODUCTION &  
PRODUCTIVITY**



**QUALITY & SAFETY**

## Genetic Resources

We have inherited avocado varieties that were adequate for past environments and production requirements but are less than ideal for the needs of today and in future. Production of avocados will be most successful and profitable where botanical knowledge, cultural expertise, and cultivar development advance at an enthusiastic pace. Progress in each of these areas is frequently dependent on the availability of a broad diversity of avocado germplasm for scientific study and breeding.

These are some of the thematic areas.

- The History of commercial Avocado growing over the years
- New commercial cultivars and value attributes in the future.
- Current and potential rootstocks (sexual or clonal) of the avocado.
- Genetic variability Rootstocks for cv Hass commercial crops.
- Commercial Massive propagation "efficiency and effectiveness.

## Production and Productivity

The future of the avocado lies in mass production at a reasonable price, rather than a light production at a high price. Only land which is suited to avocados on account of soil and climatic conditions should be considered for future plantings. Sound crop management strategies that are supported by science and technology

are crucial in this regard.

These subject that will be discussed around this theme:

- Avocado phenology and nutrition.
- Growth regulators in avocado
- Avocado pruning management.
- Nutrition and irrigation in avocados.
- Flowering, pollination and fruit set in avocados.
- Avocado major Pests and diseases and control
- Alternate bearing in avocado.

## Quality and Safety

The demands of the international market in terms of quality and food safety are increasing. Producers and packers need to prepare in order to meet quality control standards and avoid the challenges of pre- and post-harvest, which have a substantial impact on the value chain.

The speakers will base their speech on the following themes

- Pre and post-harvest factors.
- The Impact of technology in the post-harvest stage.
- Heterogeneity of fruit ripening.
- Pathologies and internal disorders of the fruit in postharvest.
- Maximum residue limit.
- Sensory quality.
- Pathogens and diseases.

Toxicology.



## Phytosanitary

Insect pests and plant diseases that affect the crop in the different producing regions are the main problem and a constant that threatens the production and limit the trade of the fruit, generating a negative economic impact and interrupting the productive chain.

These are some of the topics that will be discussed around this theme:

- The efficient monitoring and management of regulated pests False codling moth and Fruit flies
- The development of biological products and thrips control.
- Root diseases and post-harvest diseases.
- Fungal symbionts attacking avocado.

## Supply chain, marketing, and industrialization

The demand for avocados in the world's main markets has grown rapidly in recent years. Taste, nutritional value and versatility of this product have made it a worldwide favorite. Producing countries face the challenge of supplying the world markets with quality avocados and promoting the benefits and pleasures of the fruit to the consumer in order to increase the demand. As such, they continue to generate value.

These are some of the topics that will be discussed around this theme:

- Determining factors of the global avocado demand growth.
- The administration of the supply chain.
- Industrial processing of avocados.
- Situations and perspectives of production and demand in main markets.

## Health, nutrition and gastronomy

Global trends in food and nutrition generate great challenges for R&D & I programs. In recent years, sufficient evidence has been obtained to relate chronic non-communicable diseases with eating habits. Knowing these associations will pave way for designing proposals for the development of food products that improve, prevent or reduce diseases.

These are some of the topics that will be discussed around this theme:

- Bioactive substances in avocado
- Nutritional interventions and effects on human health.
- Validated biological models and bioactive substances present in avocados.
- Molecular gastronomy and derived products.

# SPEAKERS BIO



## **Dr. Mary Lu Arpaia**

*Postharvest Center at University of California, Riverside*

As a statewide extension specialist for subtropical fruit at UC Riverside, Dr. Mary Lu Arpaia has both an educational and research program dealing with all aspects of citrus and avocado production, with an emphasis on post-harvest handling. There are two areas related to subtropical fruit postharvest handling in which she conducts research. The first deals with the role of preharvest management on postharvest fruit quality. Secondly, she conducts research that examines the response of subtropical fruit to the postharvest environment including temperature during handling and ethylene exposure. Dr. Arpaia also leads the avocado variety breeding program at UC, Riverside with the aim of selecting new varieties that are precocious, adapted to high density planting and have excellent postharvest quality.



## **Emiliano Escobedo**

*Executive Director for the Hass Avocado Board*

Emiliano is a graduate in Food and Resource Economics from the University of Florida.

Emiliano is the Executive director for the Hass Avocado Board (HAB) which represents nearly 20,000 producers and 100 importers to promote U.S. consumption of fresh domestic and imported Hass Avocados sold in the U.S. market.

Prior to his current position, he was director of Global Marketing and U. S. Operations for the Avocado Producer and Exporting Packers Association of Michoacán (APEAM), the largest avocado producer and exporter association in the world. While at APEAM, Emiliano executed strategic marketing initiatives that positioned Avocados from Mexico as the world's finest in the United States, Canada, Japan, Europe and Mexico.



## **Juan David**

*Mondragón Múnera Juan David has a account-General Manager Jericó Hass Company*

Juan David has dedicated to agro-entrepreneurial activity for more than 25 years, considering himself familiar with the livestock, agricultural, fruit and vegetable sub-sector in all its phases. Today, He is enthusiastic to the agricultural activity of producing Hass avocado for export. Among his skills, is knowing how to deliver each of the processes of these activities, manage them, articulate them, and put them aligned to make productive, competitive and sustainable activities under a concept of economic profitability.

Juan David holds Masters in Strategic Management from the University of Andes, Masters of Business Administration - Marketing from the University of EAFIT, Bachelors of Science in Animal Nutrition from the University of Colombia Among Others





**Jen Scoular**  
*CEO, New Zealand Avocados.*

Jen is the CEO of NZ Avocado that won the rights to host the next World Avocado Congress in New Zealand in 2023.

She recently completed the 10-month leadership and governance programme (Escalator) alongside 14 extremely talented women through Agri-Women's Development Trust (AWDT). She Proactively manages relationships with 11 exporters, 14 packers and 1600 growers. This has seen her successfully implement a strategy that has seen Industry value grow from \$70m in 2013 to \$200m in 2017 but back to \$144m in 2019 due to the challenge of irregular yields.

A four year posting to Germany from 2007 to 2011 to head the NZ Consulate in Hamburg as Consul General and Trade Commissioner with a trade region spanning 19 countries from Russia to Turkey. Enabled commercial success for NZ exporters through strong networking, business matching and

opportunity identification in medical technologies, manufacturing and F & B.

Chaired the GIA Deed Governance Group for Better Biosecurity, bringing 22 primary sectors representing over 90% of New Zealand primary industries together with the crown.

Jen is a graduate of Stanford Graduate School of Business and the University of Canterbury



**LEONARD Felix**  
*President- CID Bio-Science, Inc. / Felix Instruments Applied Food Science*

- Felix Holds a Bachelor's Degree in Applied Science from State University of New York Buffalo. He is the President and founder Felix Instruments.
- Applied Food Science designs tools to measure fresh fruit quality.
- Growers, packers, and handlers use their instruments to manage produce quality and extend shelf life. Unlike

subjective techniques, their measurement tools provide objective, repeatable data on gas concentrations, sugar content, water content, acidity and any number of key quality measures of fresh produce.

- The company is famous for the manufacture of digital avocado dry Mater Meter.



**Dr. Esther Kimani**  
*Kovifood International Limited*

The immediate former Managing Director of KEPHIS has a history of working in the government agricultural research and regulatory services. Skilled in plant health, seed certification, plant variety protection and food safety, Operations Management, Mentoring, Management, Leadership, and Strategic Planning. Strong business development professional with a Doctor of Philosophy - PhD focused in Crop Protections from University of Nairobi.

During her tenure as managing director of

KEPHIS, Dr. Kimani was one of the major players in the avocado industry and was key in the growth of the Industry. Dr. Kimani is also a good team player and this was particularly demonstrated in addressing the challenges of the Avocado industry. The Avocado Society of Kenya worked closely with Dr. Kimani and the KEPHIS team in promoting good practices along the avocado value chain. This includes promotion for establishment of certified avocado nurseries, pest management and access of export markets. This created an environment that encourage development of technologies and investment in production of avocado. The demand for the Kenyan quality avocado seedlings is now beyond our borders. To appreciate this, the Avocado Society of Kenya recognized Dr. Kimani in 2019 where she was given the 1st runners up award for the avocado person of the year



**Tiku shah**  
*Chairman Sunripe*

Tiku Shah has over 35 years' experience working with Kenya and East Africa Horticultural Value chains. He holds a Masters of Arts Degree in Applied Mathematics and a BSC Electrical Engineering both from the University of Southern California.

K & Shanti Shah started farming in 1965 & exported the first French beans in 1969, Pineapple in 1970 & Avocados in 1972 through Sunripe. This followed with convenience, organics & frozen fruit & vegetables. Vertical Agro EPZ now processes & markets fresh & frozen products in over 20 countries. A young dynamic team ensures strict compliance to food safety and standards at the farms and processing sites.

Within the group they have production sites in Kenya & Tanzania, and marketing offices in the UK, EU and Dubai. Close contact with markets ensures they stay at the cutting edge of trends & are able to respond to and understand the needs of their clients

first-hand

Sunripe is a corporate member of the Avocado Society of Kenya



**Chris Flowers**  
*Managing Director,*  
**KAKUZI PLC**

Chris Flowers holds a Master of Science from Cranfield University- UK and Bachelors of Science degree from the University of West Anglia –UK. A qualified engineer and agriculturalist Chris has over 20 years' experience working with tea and forestry crops and has worked for the group for over 5 years.

Kakuzi farms 717 Hectares of avocado producing and exporting both Fuerte and Hass cultivars. Kakuzi produces the Hass variety of avocado which is in high demand in European Union (EU) markets. This cultivar is termed a "dark skinned" avocado as it turns dark purple when ready to eat. The majority of their Hass exports (70%) are exported to France, while 15% goes to the UK with the balance distributed through other EU countries, Switzerland and Scandinavia. The



temperate climate is perfectly suited to high quality avocado production and their Hass product is known for its good taste and eating quality. Kakuzi is also continuously looking to expand and develop further Hass avocado out growers. Kakuzi currently has 196 acres under this initiative and further growth in production is planned. Kakuzi is a corporate member of the Avocado Society of Kenya



**Derek Donkin**  
*CEO, SAAGA/ SUBTROP*

The South African Avocado industry consists of 17,500 ha of commercial avocado orchards, the majority of which are situated in the North Eastern part of the country in the Limpopo and Mpumalanga Provinces. Avocados are also grown commercially in certain areas of KwaZulu-Natal Province and parts of the Eastern and Western Cape. Annual production is the region of 125 000 t, of which approximately 60 000 t is exported to Europe and the United Kingdom. The remainder is consumed domestically and approximately 10%

is processed (oil and purée). The South African Avocado season extends from March to October; due to climatic variability between growing regions most of the major cultivars are available over an extended period during the season. With the expansion of the industry, SAAGA is working to access new markets such as the USA, Japan and China.

South Africa Avocado Growers Association has a co-share membership agreement with the Avocado Society of Kenya.



**Pedro Fernandez**  
*Area Manager, MAFRODA*

Pedro holds a Master Degree in Mechanical Engineering from Universidad de Vigo and from the national University of Ireland, Galway.

MAF RODA AGROBOTIC designs and produces bespoke, turnkey solutions to meet your needs. By incorporating in your installations high-performance systems for weight grading, color and diameter sorting, and inspecting external and internal quality,

we can offer you high-performance solutions. Our offering covers the entire fruit and vegetable preparation chain, from supply through packaging to palletizing.

MAF RODA AGROBOTIC has been involved in several avocado processing machine installations in the country.



**Muthomi Ernest**  
*CEO Avocado Society of Kenya*

Muthomi Ernest holds professional qualifications from the University of Nairobi, The University of Pretoria-S. A, The Royal Institute of Public Health-UK, The natural Resources Institute-UK among others

He has more than 20 years' field experience with horticultural value-chains in Kenya. He is a certified food safety systems Auditor, Trainer, Agronomist and an Avocado Farmer. Ernest has published over 10 books on various crop value-chains such as Tomatoes, Brassica, Passion Fruit, Mango, Coffee, Agrochemicals among others

## Avocado Society Of Kenya Webinar

As the first CEO of the Avocado Society of Kenya, he led the first Kenyan delegation to the World Avocado Congress in Colombia in September 2019. Ernest was instrumental in Kenya's bid to host the Congress in 2023. Kenya lost to New Zealand. Kenya is now a permanent member of World Avocado Congress Committee.

Muthomi Ernest is a USAID recognized "Champion for Change"



## Yariv Kedar

*Chairman, Kedar Group*

Yariv Kedar holds a Master of Science Degree in Field crops and a Bachelor's degree in applied Science and Plant protection from Hebrew University.

KEDAR G.A.P is a leading provider of sustainable food security projects, especially in underdeveloped areas and emerging markets. They have over 35 years of expertise combined with the latest Israeli technology, in establishing, developing and expediting mega agricultural, commercial, community and national projects, especially in the transformation of semi-arid and arid regions through excellent water infrastructures and water transportation systems.

In eastern Africa, KEDAR G.A.P has increased local agricultural produce and export sales through the management of farms with open-field irrigated crops and greenhouses with high-quality vegetables as well as efficient packing houses, cooling systems and post-harvest facilities. Key suppliers include New Holland, Netafim, Mycoapply, Syngenta, Pladot, Adama, Haifa Chemicals and Deshanim.

Kedar.G.A.P is a corporate member of the of the avocado society of Kenya.



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Sponsoring this webinar makes it easy to expand the reach of your brand, broadcasting to an audience that is interested and attentive. Participating members represent a cross-section of the meeting industry. We target an Audience of registered 10,000 participants across East Africa. They include Avocado growers, exporters, value- chain players, extension agents, development partners and government agencies

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Ernest +254 722 575544

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info@kenyaavocados.co.ke  
www.kenyaavocados.co.ke



P.O. Box 12898-00400  
Nairobi, Kenya.