



AVOCADO SOCIETY
OF KENYA

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AVOCADO FARMING IN EAST AFRICA

PAST, PRESENT, AND FUTURE

PRESENTER:
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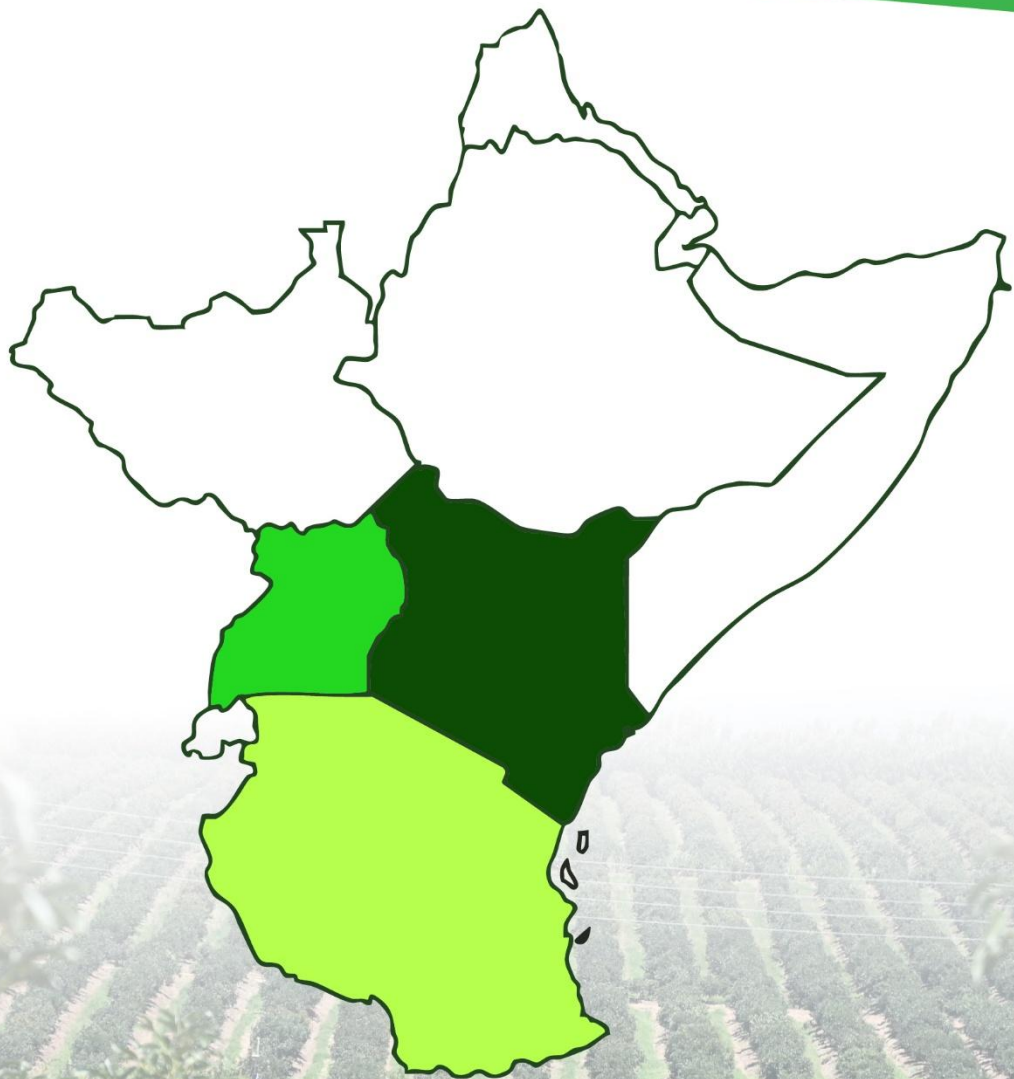
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Avocado Farming is Transforming East Africa's Agribusiness Landscape.



Kenya leads the region, followed by rising production in Tanzania, Uganda Rwanda and Burundi.

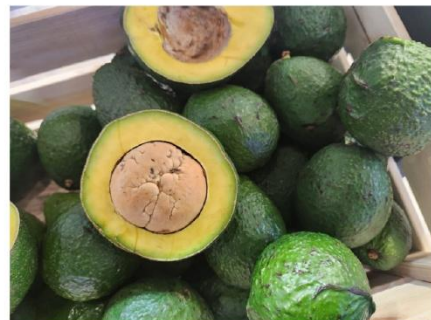


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The Past – Traditional Beginnings



Fuerte



Jumbo

Introduced in East Africa, by Spanish explorers in 20th century

Grown mainly for agroforestry, home use and local markets.

Gained commercial importance in late 1970s, mainly hass and fuerte



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The Past – Constraints



PRODUCTION LEVEL CHALLENGES

- ✓ Low-quality seedlings
- ✓ Pest and disease management
- ✓ Limited technical know-how
- ✓ Climate-related risks
- ✓ Land fragmentation



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The Present Production Landscape



PRODUCED

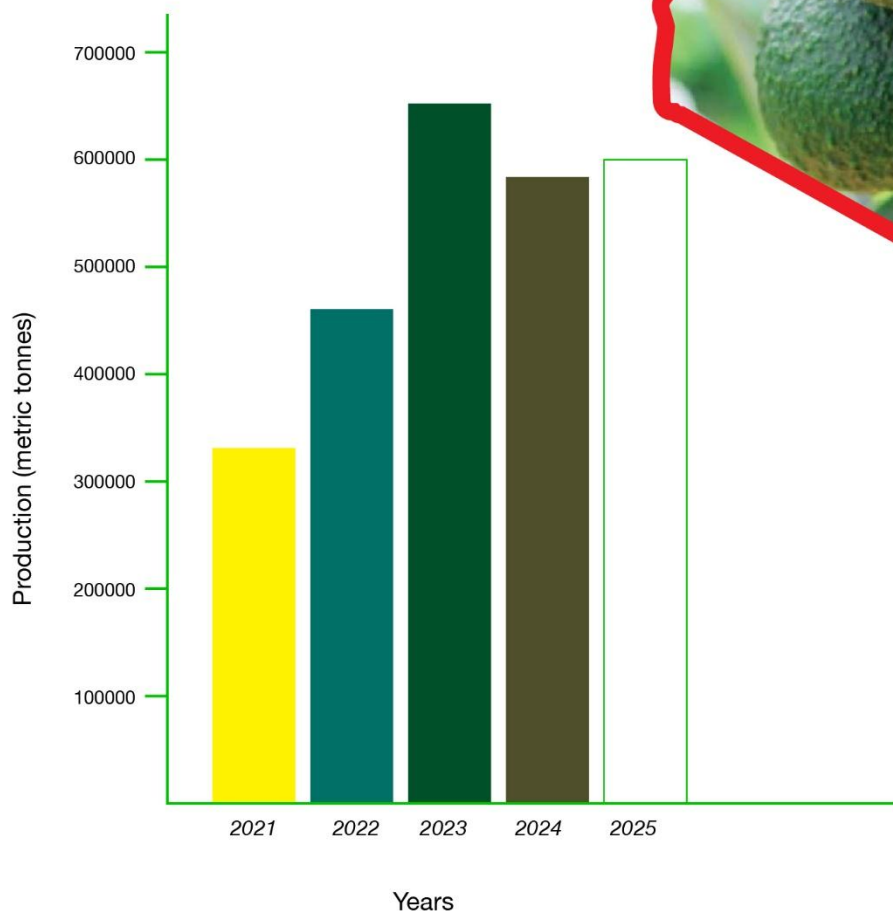
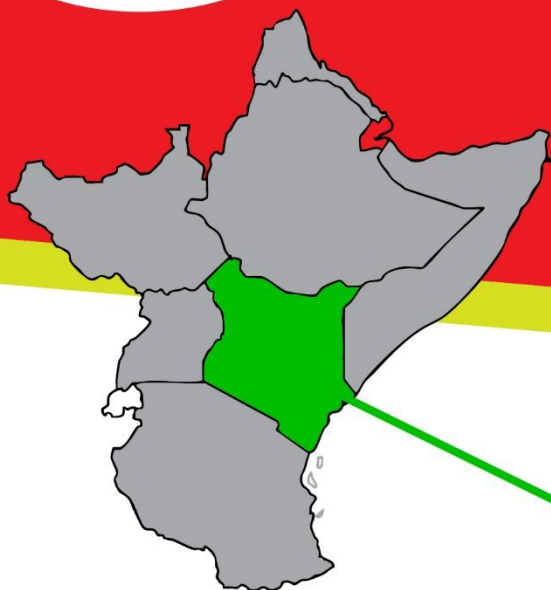
2021	322,556 t
2022	458,439 t
2023	633,000 t
2024	562,000 t

PRODUCED
195,000t in 2023
EXPORTED
26,826t in 2023
PROJECTED
31,950t in 2023/24



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THE PRESENT KENYA'S PERFORMANCE



Avocado Produce in Kenya

In 2024, avocado production declined ~11% to 562,000 t due to reduced rainfall, expected to rebound by 4% to 585,000 t in 2025. With 34,000 ha under avocado (2025 forecast), Kenya remains Africa's top producer-exporter.



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THE PRESENT KENYA'S PERFORMANCE



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THE PRESENT TANZANIA'S SURGE



**Avocado exports jumped 74%,
from 15,432t in 2021 to 26,826t in 2023.**

**Production in 2023 ~195,000t;
exports projected at ~31,950t
for 2023/24.**

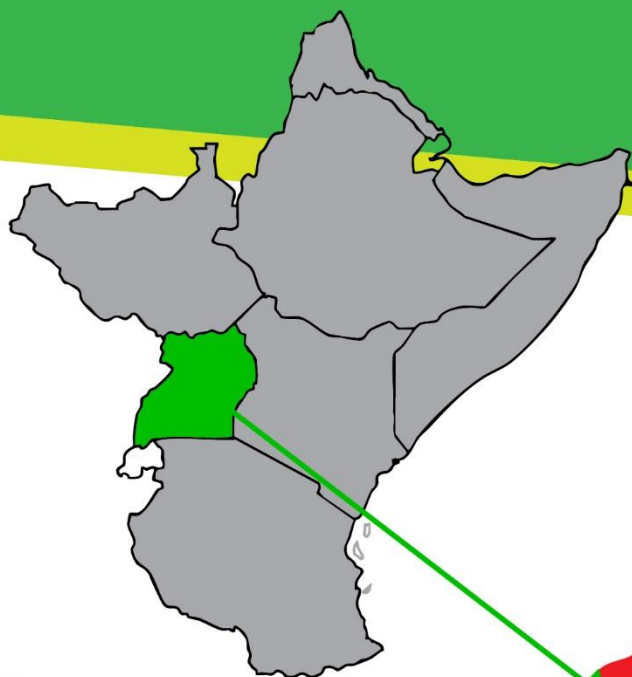
**Fertilizer-led yields up 50%,
with exports doubling from 17,000t (2022/23)
to 36,000t (2023/24).**



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THE PRESENT

Uganda's Emerging Growth



**Uganda has
embraced avocado
as part of its crop
diversification.**

Smallholders are actively
planting Hass for both
local and export markets.



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THE PRESENT

Market Access & Challenges



**Major export markets include
EU, China, India, UAE.**

Tanzania has opened access to China & India recently.

ONGOING ISSUES:

- Immature harvesting
- Pests
- Climate risks
- Middlemen exploitation.

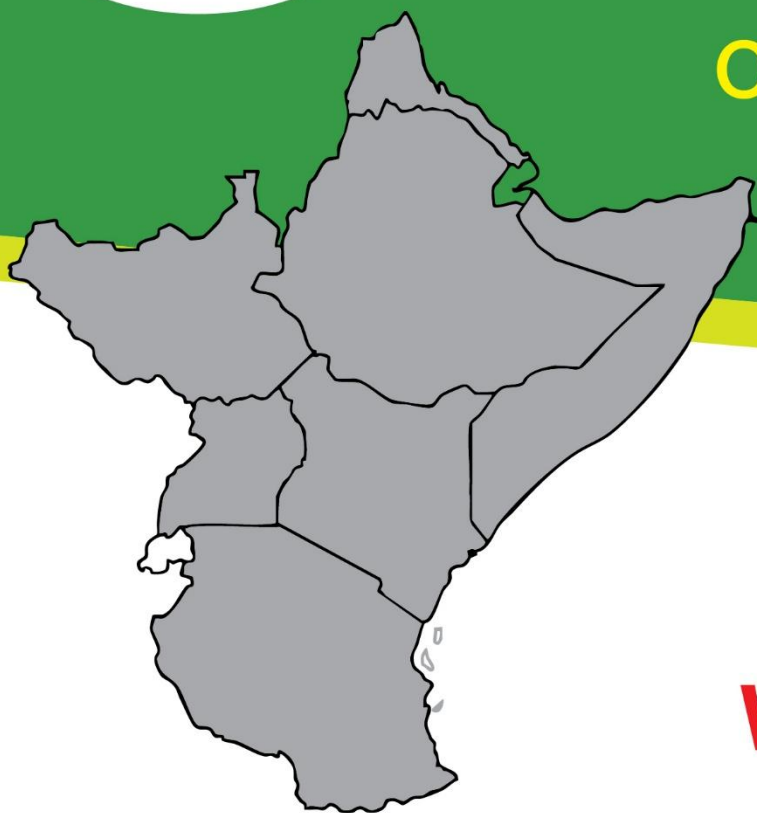


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THE FUTURE

STRATEGIC OPPORTUNITIES



VALUE ADDITION:

Oil, Purrie, Frozen





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THE FUTURE

DIGITAL TOOLS

e-extension, traceability,
drone-assisted farming.





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THE FUTURE

CLIMATE-SMART INVESTMENTS:

irrigation, soil and pest
management.





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THE FUTURE

GROWTH TARGETS



Ramp up beside regional trends; unlock export potential via FAO & government initiatives.

Aim to increase production 885,000t by 2030 via increased acreage & yield.

Exceed 250,000t production & double export earnings (USD 714 m by 2030)



AVOCADO AFRICA

FRUITS & VEGETABLES
2026

26th - 29th MAY

**SARIT EXPO CENTRE,
NAIROBI, KENYA**



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