



## Avocado value chain

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# Avocado contract farming Model



- Contract smallholder farmers to plant avocado for export market each farmer planting minimum 40 plants.
- Provide seedlings on credit and free extension support to farmers.
- Guarantee market when the fruits through contract signing agreement with farmers.

# Avocado contract farming Model



- 3,000 farmers mobilized, sensitized and trained on avocado farming between 2018 and 2022 with a total of 2,300 farmers already engaged in avocado contract farming model in the counties of Baringo and Elgeyo marakwet.
- A total of 92,000 avocado trees have been established in the counties as part of contract farming with an annual output of 100,000 kilos of avocados and an annual income of Kshs 5,000,000 to farmers with 1,150 acres now under avocados, with early signs of restoration in high crop yields in avocado farms.
- The general output in avocado production and income to farmers expected to rise as more planted trees still at growth and maturity stage.





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Hass avocado ready for market





# Regreening Africa Programme engagement with Habex Agro

- Habex Agro processing ltd is a private sector company engaged in avocado fruit tree value chain in Kenya
- Regreening Kenya project leverages in 7 counties in Kenya to restore degraded sites and therefore partnered with Habex as a leverage partner for avocado fruit tree value chain regreening approach in the counties of Baringo and Elgeyo Marakwet
- Growing of high value multipurpose fruit trees contributes to restoration of the degraded soils, promotes households' nutritional value and enhances long term farmers economic income and other ecological services
- Leveraging on Habex expertise on marketing of avocado the project set to mobilize farmers to incorporate avocado to diversify farm productivity
- Regreening project supports in identification, mobilization, capacity building and linking farmers to Habex which in turn supports in supply of high value avocado seeds, extension services and guaranteed market for fruits

# Challenges and opportunities

## Opportunities

- Scaling out avocado fruit tree value chain to other potential counties like Nakuru, Uasin Gishu, Laikipia
- More farmers coming on board
- Yield increases as the trees are at different stages of development.

## Challenges

- Land ownership and competing land uses.
- Capital for expansion of the greening model.

# Key lessons and messages

- Market-led horticulture projects combining private sector expertise will help SME farmers to overcome the challenges they face to access markets ,increase production and improve food safety.
- Leveraging on private sector investments jointly with the farmers make the project viable ,innovative and scalable.
- Farmer to farmer learning accelerates adoption of land restoration approaches.
- Benefit based approaches promote tree survival and management by farmers.



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# Thank You! Merci! Asante!

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