

## OVERVIEW: FRESH AVOCADO EXPORTS

- Kenya is the 8th largest global exporter of fresh avocados
- 1.9% of the global market share in 2021
- In 2021, exports were 95,000 mt, worth USD140.11 million, KES14bn.

## Trends of Yearly Exported Value for Kenyan Avocados

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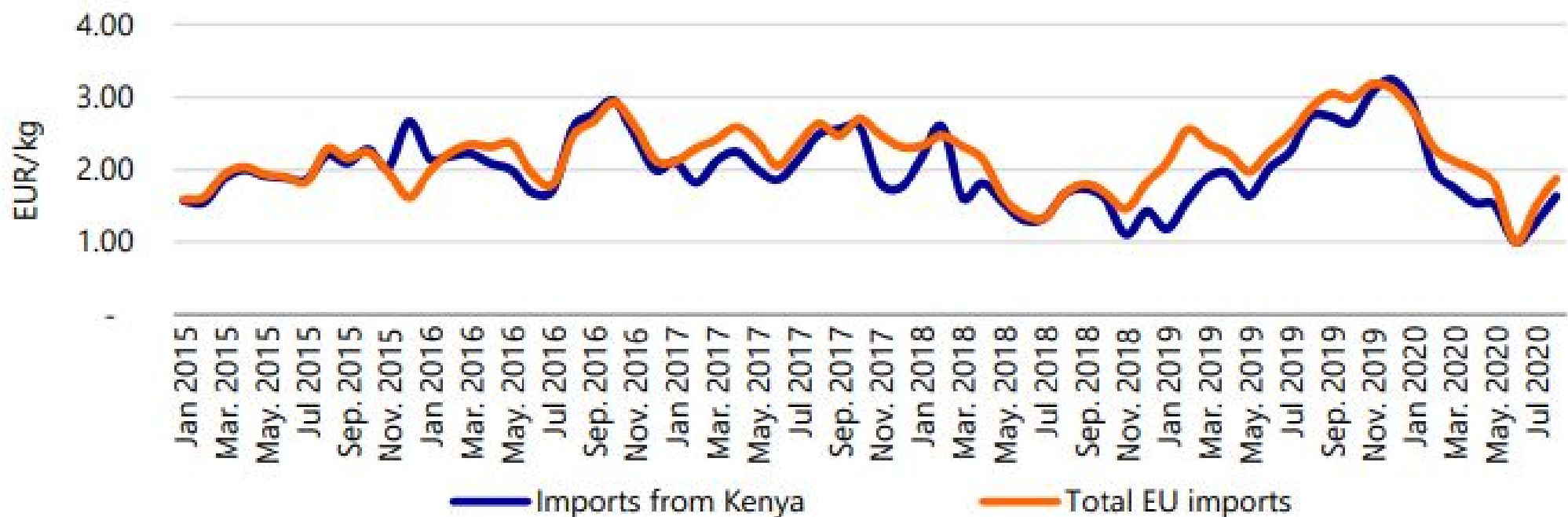
Exported Value: Yearly Export value from Kenya to World for Fruit, edible; avocados, fresh or dried



## **2021 MAIN BUYERS**

- The Netherlands (25.7%),
- France (15.7%),
- UAE (12.5%) ,
- Spain (11.4%)

Figure 2: EU avocado import price, Jan 2015-Jul 2020



Note: 2020 prices are provisional

Source: Eurostat, Rabobank 2020

## What We've learned at wacnz 2023

- Supply is increasing
- Quality is essential
- EU market is price sensitive to oversupply
- Climate change - moves the market windows
- Need to reduce waste in the system, especially at import = fewer rejects
- Export of Fresh avocado is not business as usual
- We all need to work together

European prices

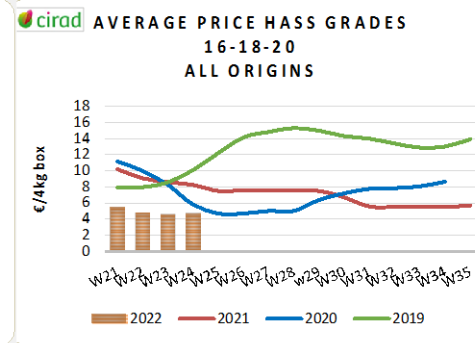
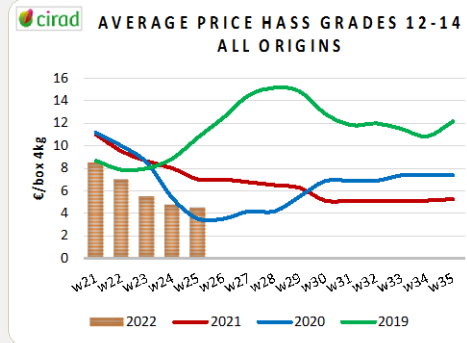
HASS—All origins ( €/4kg box)

Grade 12 / 14

	W 24	W 24 / W 23	2022 / 2021
⚡	4.50 €	- 0.15 €	- 42 %

Grade 16/18/20

	W 24	W 24 / W 23	2022 / 2021
⚡	4.72 €	+ 0.10 €	- 43 %

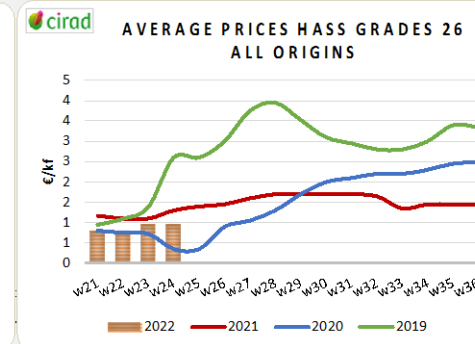
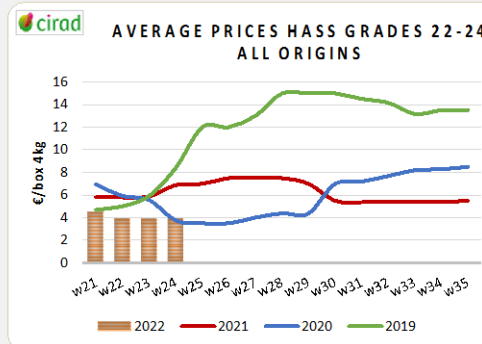


Grade 22 / 24

	W 24	W 24 / W 23	2022 / 2021
⚡	3.92 €	+ 0.02 €	- 43 %

Grade 26

	W 24	W 24 / W 23	2022 / 2021
⚡	0.96 €	+ 0.00 €	- 31 %



# Key issues for kenya

- **Structure of the export industry**

40%: 3-4 exporters with large orchards, e.g. Kakuzi (excellent quality)

60%: many exporters sourcing from 60,000 smaller farmers (mixed quality)

- **Export season:** April to August.

Traditional export window before Peru: March-May

- **2022: No longer business as usual**

Fall in value of Kenya exports , from KES14bn to KES9bn

- **Where to from here?**