

Kenyan Avocados – 2003



19th-24th October.
Malaga-Spain.



Tiku Shah

Chairman

Fresh Produce Exporters Association
of Kenya

(Director – Sunripe Kenya)

Country background - KENYA



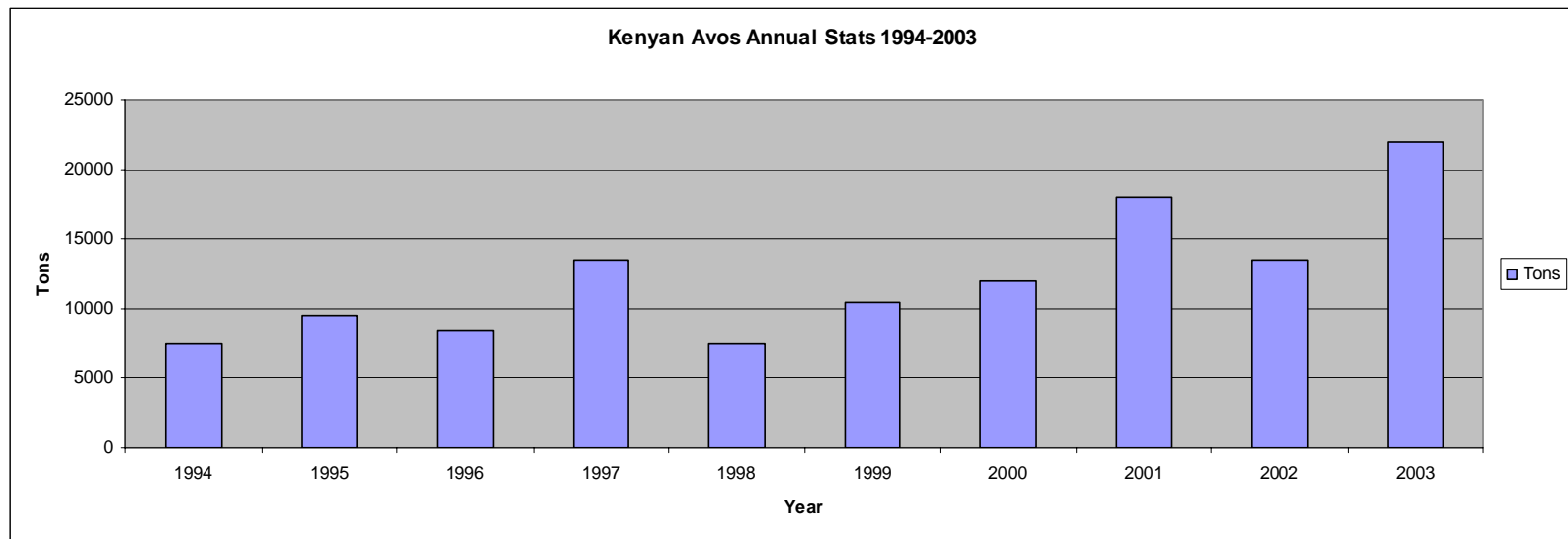
11/8/2003

- Kenya is a tropical country on the Eastern Coast of Africa. with a population of 30 million people and an area of 500,000 kms (about the size of France).
- Kenya is famous for tourism and beaches and has in recent years become a leading supplier of fruits, vegetables and flowers, mainly roses.

Kenya Avocados 2003

Production

- The avocado is a tropical fruit & grows throughout the year, with the majority of production from March through September & smaller volumes from October to February.
- Production areas vary in altitude from 1700m to 2500m. 70% is from small holders and 30% comes from large estates – (80% Fuerte / 20% Hass)





Kenyan Avocados 2003 contd

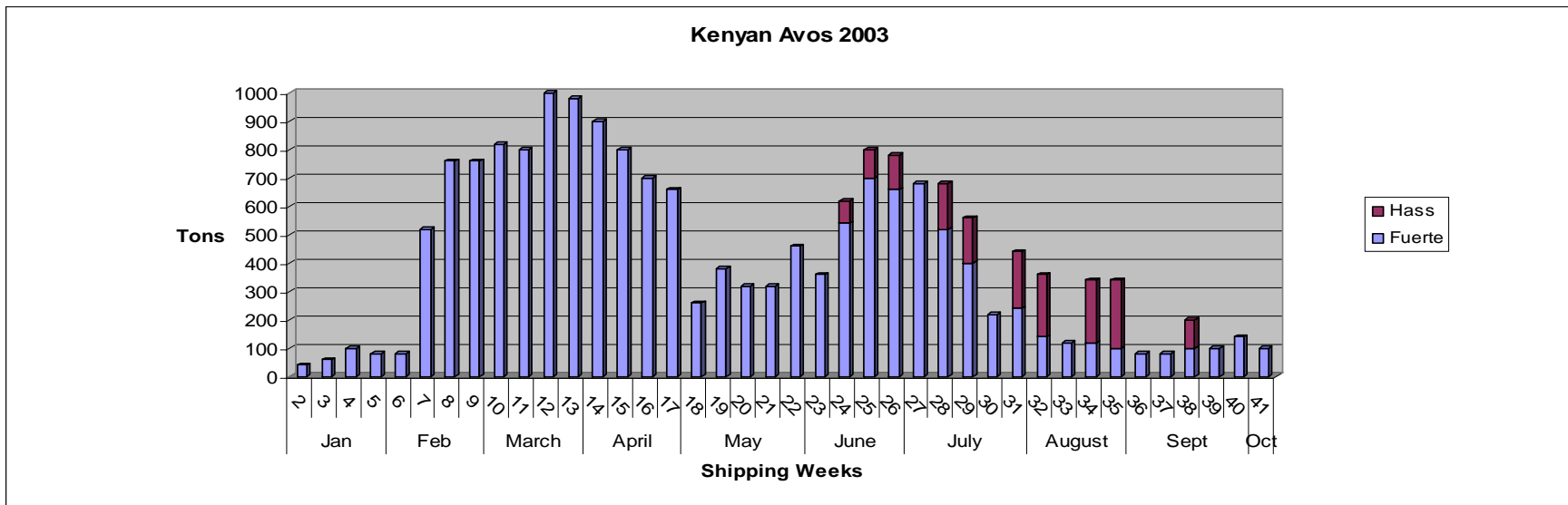
■ Packhouses

- The fruit is packed at 7 packhouses situated within 2 hours of the production areas & after precooling loaded directly into 40' CA reefers to the port of Mombasa (600 kms from the capital) for loading onto vessels that arrive into Europe within 13-21 days
- Kenya has 8 major exporters based in Nairobi who work together with the initial intentions to co-ordinate shipping volumes, improve on the post-harvest, packaging & shipping logistics.
- The group is now focused on
 - Improving the quality & yields of the existing Fuerte plantations in line with the new COLEACP-PIP funded Avocado Production Protocol
 - Ensuring that all new plantings of Hass are done correctly
 - Working with the AMAPWG on joint marketing to grow the demand & consumption worldwide for avocados

Kenyan Avocados 2003 contd

■ Market

- The Avocado market in Europe was better this year due to low alternate year production from the non-tropical producing countries. We started off with good volumes & then slowed down as the bulk of the RSA fruit came thru in the middle of the year.
- Total exports in 2003 are just over 5 million boxes
 - (80% Fuerte & 20% Hass)





Kenyan Avocados 2003 contd

- **2004 forecast**

- Due to the heat in the northern hemisphere this year we expect another good season with similar volumes in 2004 as Kenya has had a very cool “winter” and flowering has set well. (August 2003)

- **Developments**

- Approx 100,000 Hass trees have been planted this year and there is increased plantings of Hass each year.
- A new Crop Production & Protection Manual developed in conjunction with COLEACP-PIP has been launched in September this year & is available to all producers
- The first plantations have achieved EUREPGAP certification
- Small Holders are working with PMO's to achieve EUREPGAP certification before the start of the next season
- **WORKING ON ACHIEVING A BETTER RETURN TO THE GROWER**



Kenyan Avocados 2003 contd

- The Average Return a Kenyan Farmer gets is \$0.25 / kg
- The Average Return a supplier from Israel, Mexico, Chile, Spain and other origins is on average Euro 1.00 / kg
- This anomaly is due to the following reasons
 - Poor marketing into Europe by Kenya
 - Average quality of fruit
 - Poor co-ordination of volumes by certain shippers

Map of Kenya

