



YEAR PLANNER 2021

2021



AVOCADO SOCIETY
OF KENYA

growing. lives. together

WHO WE ARE

The Avocado Society of Kenya is a registered association for growers, exporters and other Value - chain players by the Registrar of Societies (Cap. 108). Our goal is to promote efficiency of production and organized marketing towards a long-term profitability of avocado agribusiness in Kenya.

Vision

To take the lead role towards a sustainable and profitable avocado agribusiness.

Our Mission

To work in partnership with public and private stakeholders, provide innovative services that influence the transformation of agriculture, empower members and specifically small-holders to sustainably increase productivity in response to the market demands for improved livelihoods.

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 to be

compliant 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.

We offer right extension advice alongside credible input suppliers and other service providers. We supply and retail farm inputs and equipment in partnership with the manufacturers globally. We provide business networking opportunities for our members. We also lobby government and stakeholders to that which is good for the value - chain to thrive.

We participate and organize local and international kindred events such as county farmers' field days and exhibit on International Trade fairs on avocado themed events. We are an active member of the World Avocado Congress Committee – WACC and core - share membership with major avocado producing countries. We participate in policy chain drive. 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.

MONTHS	EVENTS	TARGET PARTICIPANTS
JANUARY	<ul style="list-style-type: none"> Avocados Post-Harvest Handling & Shipping, 15TH Food Safety Standards Training (GLOBALGAP, GRASP, SMETA), 22ND ASOK AVOCADO PROTOCOL, 29TH 	<ul style="list-style-type: none"> Growers Exporters Value Chain Players Government Agencies
FEBRUARY	<ul style="list-style-type: none"> Avocado agribusiness training and Farm Tour, 5TH South African Avocado research symposium (Virtual), 17TH The Avocado Farming Handbook Launch ,19TH GULF FOOD -Dubai, 21ST - 25TH 	<ul style="list-style-type: none"> Exporters Growers Extension Agents Input Suppliers Development Partners Government Agencies
MARCH	<ul style="list-style-type: none"> KS1758/GLOBAL GAP Training, 12TH Nakuru Farmers' Day, 26TH 	<ul style="list-style-type: none"> Exporters Growers Extension Agents Input Suppliers Development Partners Government Agencies

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APRIL	<ul style="list-style-type: none"> Kenya Avocado Festival & Awards 2019/2020, 9TH Meru Farmers Day, 23RD Food Safety Standards Training (USDA ORGANIC, RAINFOREST), 30TH 	<ul style="list-style-type: none"> General Public Avocado Retailers Hotels and Eateries Development Partners Exporters Government Agencies
MAY	<ul style="list-style-type: none"> Avocado Agribusiness Training and Farm Tour, 7TH Kirinyaga Farmers' Day, 28TH FRUIT LOGISTICA, Berlin, 18TH - 20TH 	<ul style="list-style-type: none"> Exporters Farmers Extension Agents Input Suppliers Development Partners Government Agencies
JUNE	<ul style="list-style-type: none"> INTERNATIONAL AFRICA AVOCADO CONGRESS, 23RD - 25TH NAIROBI, KENYA www.avocadoafrica.com 	<ul style="list-style-type: none"> Exporters Farmers Extension Agents Input Suppliers Development Agencies Government Agencies
JULY	<ul style="list-style-type: none"> Nyeri Farmers' day, 9TH SOUTH AFRICA INTERNATIONAL TOUR, 19TH - 23RD Machakos/Makueni Farmers', 30TH 	<ul style="list-style-type: none"> Exporters Farmers Extension Agents Input Suppliers Development Partners Government Agencies
AUGUST	<ul style="list-style-type: none"> Kisii Farmers' Day, 13TH Bomet Farmers' Day, 27TH 	<ul style="list-style-type: none"> Exporters Farmers Extension Agents Input Suppliers Development Partners Government Agencies
SEPTEMBER	<ul style="list-style-type: none"> Uasin Gishu Farmers' Day, 10TH WORLD FOOD MOSCOW, 21TH - 24TH Western Kenya Farmers' Day - Kitale, 24TH 	<ul style="list-style-type: none"> Exporters Farmers Extension Agents Input Suppliers Development Partners Government Agencies
OCTOBER	<ul style="list-style-type: none"> Avocado Agribusiness Training and Farm Tour, 8TH - 9TH ISRAEL INTERNATIONAL FARM TOUR, 26TH - 29TH 	<ul style="list-style-type: none"> Exporters Farmers Extension Agents Input Suppliers
NOVEMBER	<ul style="list-style-type: none"> Food Safety Standards Training (KS1748, GLOBALGAP, GRASP, SMETA), 19TH 	<ul style="list-style-type: none"> Exporters Farmers Extension Agents Input Suppliers
DECEMBER	<ul style="list-style-type: none"> Avocado Agribusiness Training and Farm Tour, 10TH Annual General Meeting (AGM), 17TH 	<ul style="list-style-type: none"> Exporters Registered Members

COVID-19 PROTOCOLS WILL BE OBSERVED IN ALL THE PUBLIC EVENTS.



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