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Smallholder SustaiNability Upscaling Programme

BUILDING CAPACITY AND IMPROVING MARKET ACCESS OF THE AVOCADO VALUE CHAIN IN KENYA

Africa | Latin America | Asia

Financial services delivery | Capacity building for end beneficiaries | Market access and product development | Management systems improvement

CONTEXT

Kenya's agriculture sector is the backbone of the country's economy, contributing about 23% of GDP and employing over 40% of the total population and 70% of the rural workforce. Kenya's avocado production is projected to reach 727,000 metric tonnes in 2026, a 4.8% increase from 2025, driven by expanded acreage and improved yields. Nearly half of production is consumed domestically, with per capita intake at about 6 kg/year, among the highest in Africa. The sector is increasingly focusing on value addition, such as avocado oil production, driven by demand in high-income markets. Europe (Netherlands, France, Spain) remains the largest market, but Asia (China, India, UAE) is rapidly growing due to new trade agreements and reduced tariff.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Registered in Kenya since 2015, MAVUNO ORGANICS KENYA LIMITED (MAVUNO) is a family-owned business specialized in bio-intensive agriculture. In 2019, MAVUNO acquired the processing machinery, which allowed to stop 3rd party processing and moving to its own avocado processing packhouse. The company purchases, processes and exports organic avocadoes to the European market. It sources fresh avocados of Hass variety from its network of 663 contracted farmers (including 41% of women) spread-out in five counties and of which 198 are organic certified. MAVUNO has gradually increased its network of certified farmers as it needs to secure market for additional produce. It is targeting to increase the number of organic certified farmers to 250.

OBJECTIVE OF THE PROJECT

The main goal of this project is to expand market access for small-holder farmers by enhancing the efficiency, compliance, and sustainability of within the avocado value chain.

The expected results of the project are:

- Train 1,200 smallholder farmers in GLOBALG.A.P. V6 & GRASP standards.
- Train 663 smallholder farmers in EU Organic Regulation 848/2018 and Fair-Trade standards.
- Certify 250 smallholder farmers under Organic, Fair-Trade, GLOBALG.A.P. V6 & GRASP standards.

PRIORITY TOPICS

Environment and climate change

Food security and improved nutrition

Gender equality

Fair agrifood systems

IMPACT INVESTOR

alterfin HUMANITY INVESTORS

BENEFICIARY ORGANISATION

MAVUNO ORGANICS (agri-SME) - Kenya

TARGET

1,200 smallholder farmers

AGRICULTURAL VALUE CHAIN

Avocado

STARTING DATE

July 2026

DURATION

18 months

TOTAL TA BUDGET

€44,081
Including €35,438 (80%) contribution from SSNUP

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SSNUP c/o ADA asbl I 39, rue Glesener I L-1631 Luxembourg
T. +352 45 68 68 I www.ssnup.org I ssnup@ADAimpact.lu