



Discover Flavorful Horizons with  
One Acre Fund's Avocado Treasures.



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# Company

One Acre Fund's mantra is "**Farmers First**". We do this by supporting farmers to improve production, quality, and sustainability to impact the livelihoods of African smallholder farmers.

Read more at [www.oneacrefund.org](http://www.oneacrefund.org)

We support **1.5 million farmers** and aim to reach **10 million** by **2030**. Our work involves connecting farmers with markets, including processing and selling Avocado directly from our smallholder farmers in Central Kenya. Offering better prices for their crops is core to our mission. With a production capacity of over **1000 tons** of Avocado raw material, our experienced team focuses on delivering the highest quality products, aligned with our quality certifications.

To achieve this, we work closely with farmers by offering extension services that help farmers meet different certification requirements and get certified. For example, there are **5627 farmers** certified with Global GAP and **2329 farmers** certified with Rainforest Alliance.





## How we work with small-scale farmers to support Avocado production

### Production

We support small-scale farmers by providing the tools and financing they require to grow their way out of hunger and create a path to prosperity. Through our Asili program, we supply farmers with farm inputs on credit or cash to increase their farmers productivity and improve their quality of life.

### Food Safety Management System

To support safe & quality products, One Acre Fund has developed a Food Safety Management System - a manual guiding the entire value chain; from production, harvesting, transportation, packing and shipping to the customer. Below is the statement of quality.

#### *Statement about the quality and uniqueness of our products.*

One Acre Fund is dedicated to support smallholders farmers produce safe and high-quality produce while safeguarding the three pillars of sustainability: **environmental, social and economic**. We work with a partner packhouse that adheres to stringent statutory, regulatory, customer, and food safety standards, both locally and internationally. We implement a comprehensive Food Safety Management System based Global GAP, Rainforest Alliance and GACC to ensure compliance and continuous improvement. Our commitment extends to meeting corporate objectives and regulatory requirements, including harvest of mature fruits, safe transportation, packing and export of only produce that meet customer requirements.



## Avocado Fruit

### Origin

Avocado fruits originated from **Central America** and have over time spread out to other parts of the world including Kenya.

### Cultivation

In Kenya, Avocados have traditionally been cultivated in ecological agroforestry systems rather than on plantations. This method involves growing the trees on small plots of land alongside other fruits and vegetables, providing shade, pest control, and enriching the soil with organic matter.

This natural approach eliminates the need for synthetic fertilizers and pesticides, benefiting both the environment and the health of those involved. The superior quality of Kenyan Avocados has led to significant growth in the industry, particularly in regions like Mt. Kenya, known for its ideal climate and fertile soils for Avocado cultivation.



## One Acre Fund Farmer Profile

### Name

John Joseph Munga

### Bio

John is a retired farmer who lives with his wife in Maragua, Mt. Kenya region. He is an Avocado farmer who is looking to increase his Avocado farming to increase his earnings from selling the fruit. He joined Tupande in 2023 due to the good prices at which they were buying Avocados from farmers.

### Harvests

This season, I sold half a tonne of Avocados to Tupande by One Acre Fund - which is not much. My trees have been producing multiple tonnes of Avocados, which I was initially selling to other companies. Since last season, the weather has not been ideal for producing fruits so our harvests suffered. I would get at least two tonnes - give or take a few kgs - every season.

## **Development**

I started Avocado farming in 2008. Luckily, I bought a piece of land that already had a number of Hass Avocado trees, so it was easier for me to start. I have been adding seedlings every year, so currently I have 50 Avocado trees, but only 30 are producing at the moment, because the others are still quite young.

## **Harvests**

Tupande by One Acre Fund is encouraging because they have a good price first of all, and secondly, they have a team that does the harvesting of the fruits for us, so we are spared that cost. This team ensures the quality of the Avocados for the export market right at the farm, so you know exactly what is viable, and what is not. they then weigh.

In addition, we have been given a lot of training, most importantly pest control. In order to export Avocados, we cannot use chemical pesticides, we must use other natural means. The team from Tupande has shown us how to set traps using readily available materials from our homes to attract and kill the pests so they don't damage our fruits.



# Product Range Types

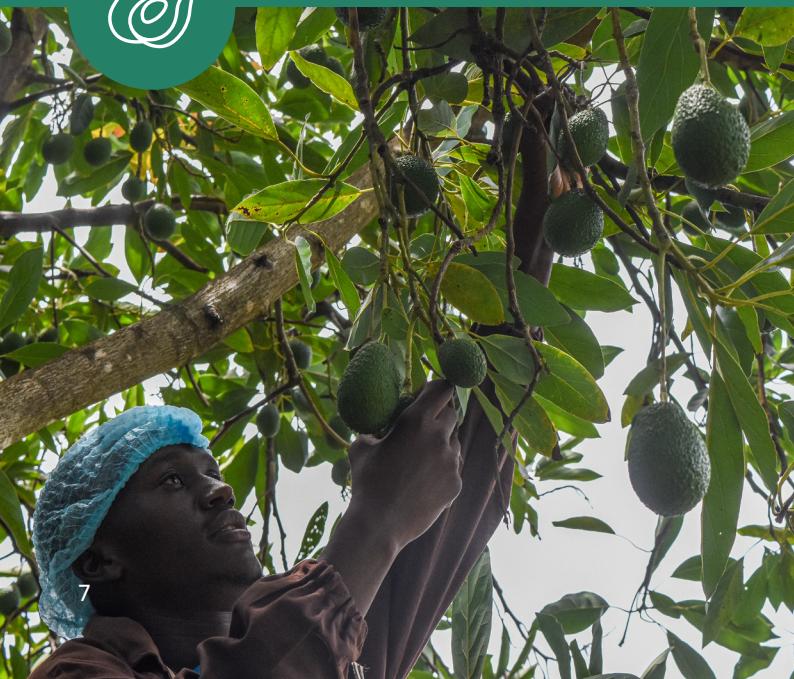
Hass

Fuerte



# Quality Assurance

At One Acre Fund, we are committed to delivering produce of the highest quality to our customers. Our Quality Assurance (QA) practices are integral to ensuring that every aspect of our operations meets or exceeds industry standards and customer expectations. Key components of our Quality Assurance policy include:



## Quality process at sourcing

- We work with farmers to ensure they produce safe and quality products
- We work with farmers to help them acquire certifications required by different markets
- We hire and train harvesters to ensure they only harvest quality fruit and handle the fruits with due care to avoid physical damages
- We pack the fruits in crates and transport them in clean and ambient temperature trucks
- The crates bear our traceability tags at the farmer level and farmer site which is used in the final packing

## Receiving of Avocado at the packhouse

- The trucks are weighed and the fruits are offloaded from the trucks
- During the offloading a sample of two fruits per crate is collected for QC
- The QC is run per site and report shared with the sourcing team
- The sourcing uses the report in improving the next harvest



## Packing

- Before starting the packing process, the machine is calibrated as per the customer grammage requirements
- The fruits are then washed, waxed and dried before they pass through the weighing plates
- The fruits are graded based on the machine grammage calibration
- Once graded by the machine, the fruits are manually inspect by worker
- Fruits that meet customer specifications are packed in **4kgs** (size 12-24) while size 26-32 is packed in **10kgs** cartons
- The cartons are then palletized; 120 cartons of 10 kgs per pallet and 288 cartons of 4 kgs per pallet
- One 40 ft container is usually stuffed with 20 pallets. Depending on the quality of the Avocados harvested. One container can be stuffed with 85%-90% (17-18 pallets) of 4 kgs cartons and 10%-15% (2-3 pallets) of 10 kgs cartons



## Storage and shipment

- Once the Avocados are palletized, they are stored in cold storage at the packhouse.
- Based on the vessel ETD, a 40 ft reefer container is delivered to the packhouse.
- Before container stuffing the reefer container is precooled before the palletized Avocados stuffed in the container.
- During the container stuffing, two temperature data loggers are placed inside the container to monitor the temperature.
- Once the container is fully stuffed, the container is closed and locked with the container and shipping line seals.
- To comply with the Kenya Revenue Authority requirements, a monitoring gadget is attached to the container to ensure the container is safely delivered to the port for clearing and vessel loading.





## Container clearance documentation

AFA Export License  
Issued on yearly basis.

Horticultural Crop Directorate approval letter  
Issued per shipment at packing stage.

Phytosanitary Certificate  
Issued per shipment.

AFA Export Permit  
Issued per shipment.

Port Health Certificate  
Issued per shipment.

Certificate of Origin or  
EUR 1 certificate for European Union (EU) territory countries  
Issued per shipment.

Bill of Lading (BL)  
Issued per shipment.

*Others: Packing list and invoice (generated per container).*



# Sustainability, Social Responsibility and Impact

## Establishment

In our commitment to sustainability, social responsibility, and making a positive impact, we strive to uphold ethical practices and contribute to the well-being of our communities and environment. One Acre Fund is committed to promoting environmentally and socially responsible agricultural practices.



As evidence of this commitment, we have distributed roughly **100 million tree seedlings** across nine countries of operation, with over **35 million** distributed in Kenya alone.



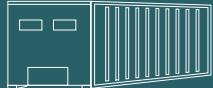
**7,000 farmers**

In **2023**, One Acre Fund served over **7,000 farmers**.



# Export Logistics

## Shipping Details



**Reefer container:** 40ft container with a capacity of 5,760 carton of 4kgs each (projected loading 90% 4kgs cartons and 10% 10kgs cartons).

## Our Clients segmentation

- Importers/distributors
- Food packers
- Retailers

## Market Shares

Region	% (Percentage in Market Shares)
1. Netherlands	90.9%
2. UAE	9.1%







Email address: [food.exports@oneacrefund.org](mailto:food.exports@oneacrefund.org)

Phone contact: Christian +39 391 4611609 and Ben: +254 735 171 527

Physical Address: Kwa-V, Sagana, Nyeri-Makutano Junction Road.



@oneacrefund