



*Empowering local avacado producers
for the Global market access.*



Avocado Society of Rwanda

The Avocado Society of Rwanda was established on October 28th, 2020, as a social enterprise dedicated to empowering Rwandan avocado producers.

Organized with the primary aim of creating a sustainable and prosperous avocado industry, the society reinvests all profits back into the development of Rwanda's avocado sector.

This reinvestment focuses on supporting small-scale farmers, enhancing quality standards, and refinancing avocado collection infrastructure.

Our Vision

To transform Rwanda's avocado industry into a globally recognized leader by empowering small-scale producers with access to quality standards, global markets, and innovative financial solutions.

Our Mission

Working in partnership with public and private stakeholders, the Avocado Society of Rwanda provides innovative services that transform agriculture and empower small-scale avocado producers.

Our focus is on helping these farmers sustainably increase productivity and meet market demands through our digital platforms and farm financial modeling, ultimately improving their livelihoods

Our Goals

The Avocado Society of Rwanda was registered with the Rwanda Development Board (RDB) under the framework of sustainable development goals and the Agriculture and Livestock Strategic Transformation Plan (PST4) 2018-2024.

The society aligns with several key Sustainable goals, specifically:

Goal 1: No Poverty

Goal 2: Zero Hunger

Goal 3: Good Health and Well-being

Goal 8: Decent Work and Economic Growth

Membership Benefits

- Market Access
- Access to Finance
- Extension Service

Avocado pWallet Information & Membership Benefits Chart

A Venn diagram consisting of three overlapping circles. The top-left circle is dark green and labeled 'Market Access'. The top-right circle is yellow and labeled 'Extension Service'. The bottom circle is light green and labeled 'Access to Finance'. The circles overlap in various combinations, representing the synergy between these benefits.

**Market
Access**

**Extension
Service**

**Access
to
Finance**

	Individual Smallholder (15 Hass Trees to 250)	Individual Smallholder (1.5Ha - 2.50Ha)	Corporate Membership (2Ha - 5Ha Plantation)	Landlords Membership (3Ha - 300Ha Plantation)
Ensuring market access for avocado farmers is crucial for the growth and financial sustainability of the Farm.	Market Access Notarized Contract Framing Communal Harvesting Services by VBAs	Market Access Notarized Contract Framing Communal Harvesting Services by VBAs	Market Access Notarized Contract Framing Communal Harvesting Services by VBAs Harvesting Day Preferential Booking Rights 6 Month pre-bargained price pWallet - Real-time Production Valuation & Refinancing	Market Access Notarized Contract Framing Communal Harvesting Services by VBAs Harvesting Day Preferential Booking Rights 12 Months prebargained price pWallet - Real-time Production Valuation & Refinancing
Our comprehensive extension services are designed to support avocado farmers in Rwanda to meet specialized market standards like (SMETA, Global GAP, FAIRTrade,,)	Extension Service Sector Village Based Agent (VBAs) services Communal Integrated Pest Management GLOBAL GAP Trainings (Farm-Owners)	Extension Service Sector Village Based Agent (VBAs) services Communal Integrated Pest Management GLOBAL GAP Trainings (Farm-Owners) pWallet Notification (Self-service)	Extension Service Sector Village Based Agent (VBAs) services Farm STAFF training on HACCP Level-2 and Pollination with Beekeeping extra services Communal Integrated Pest Management GLOBAL GAP Trainings (Farm-Owners & up to 2 Staff) pWallet Notification (Self-service)	Extension Service Sector Village Based Agent (VBAs) services Farm STAFF training on HACCP Level-2 and Pollination with Beekeeping extra services pWallet Notification & Drone services GLOBAL GAP Trainings (Farm-Owners & up to 10 Staff) pWallet Notification (Self-service)
Access to finance is a critical component for the advancement and sustainability	Access to Finance Capital Share Ownership in the ASR Farm Financial Model Statements per request	Access to Finance Capital Share Ownership in the ASR Farm Financial Model Statements per request Farm Property Evaluation request via VBAs	Access to Finance Capital Share Ownership in the ASR pWallet (Self-service) pWallet Selfservicing on Farm Financial Model Statements Certified Farm Property Evaluation (Self-served via pWallet) Irrigation Kit and Installation financing	Access to Finance Capital Share Ownership in the ASR pWallet (Self-service) pWallet Selfservicing on Farm Financial Model Statements Certified Farm Property Evaluation (Self-served via pWallet) Irrigation Kit and Installation Refinancing

pWallet Interface



**pWallet is a farming property
management and financial
modeling App for all farmers.**

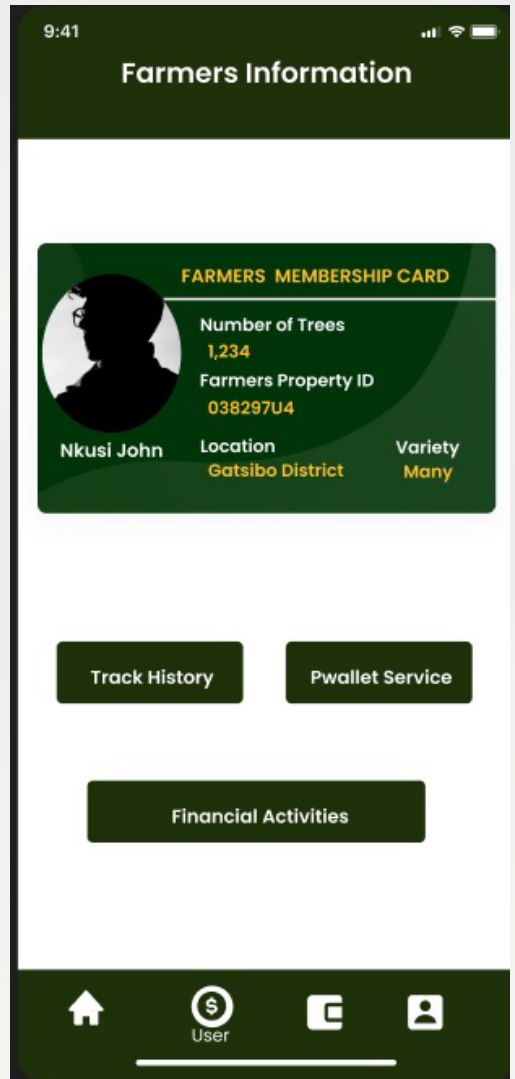
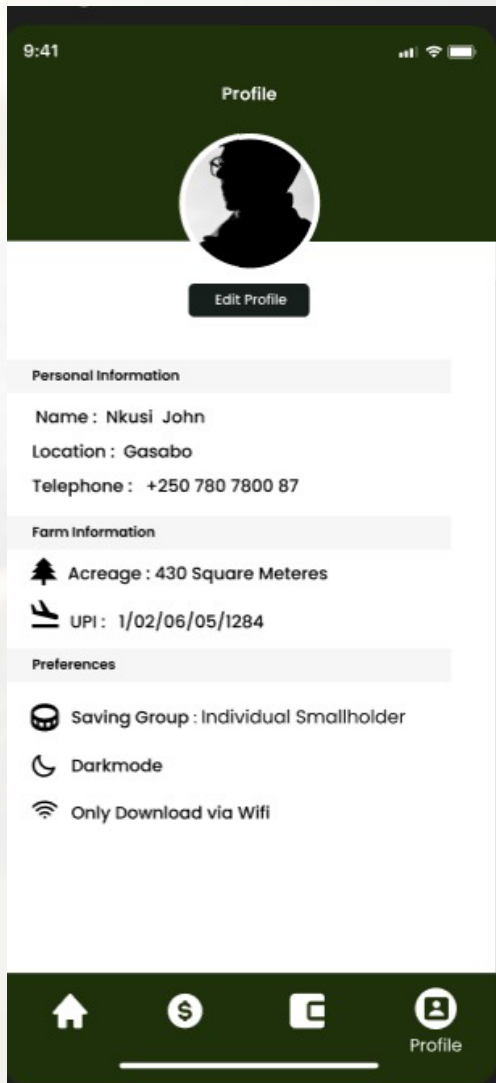
User name

password

[forget password ?](#)

Log In

Profile & Farmer info



Farmer status

9:41

Farmer Status

Name

First Name

Last Name

Email

name@gmail.com

Phone number

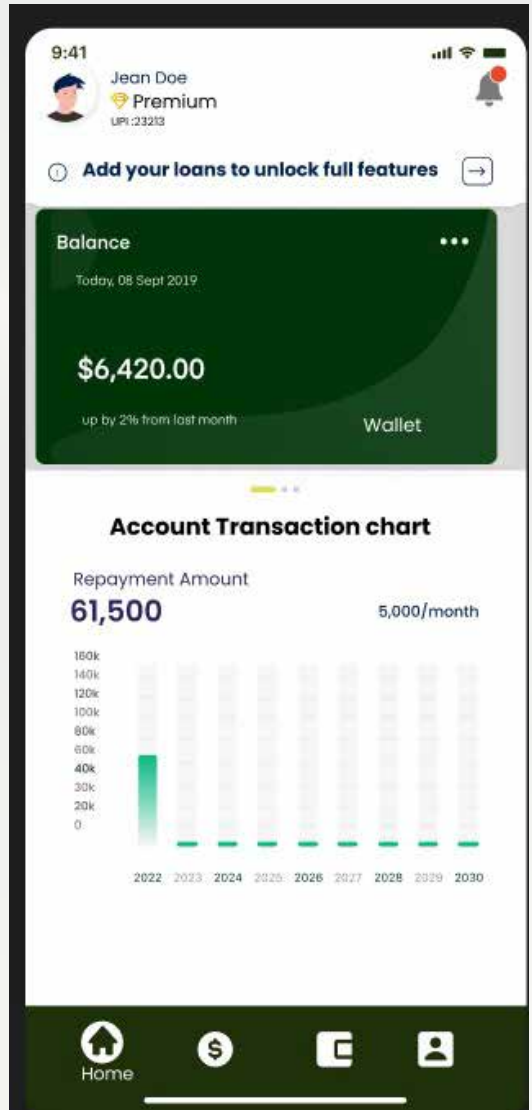
Please Enter a valid phone number

Location of Property/crop

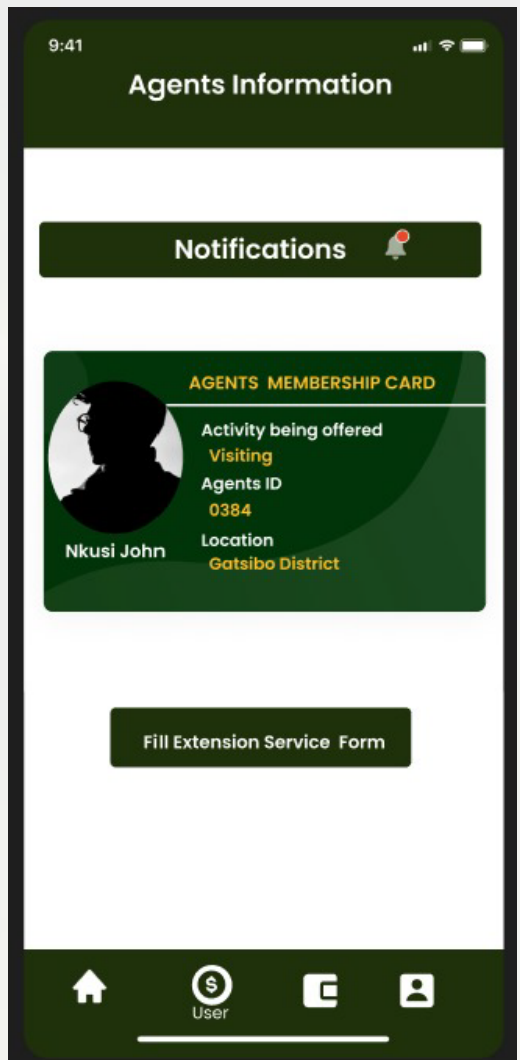
street address

city

province




Specialist info & Agents info



Harvest Day and pWallet services

9:41

 Harvesting Day


9:41

How many workers do you need?


Do you need any specific equipment?

Do you need transportation for the harvested crops?

Select a date



Please upload a picture of the avocados to be harvested



Upload a photo
OR
Browse File


Send


9:41

Pwallet Services

9:41


 Pest Management

 Harvesting Day

 Farm Property Evaluation

Send

Send ,save & Loan services

 Send to Member

Please enter the payment details




Pay
Ninsiima George
Available balance 670,000 RWF

Send to
Select the member

Amount
RWF Enter an amount

Payment reason
Payment reason


Confirm





Nkusi John


\$6,420.00


08349U734


 Cash Out





 Buy

 Send to Mobile

 Send to Member

 Save your Earnings

 Get a Loan



Finance





Our Partners



ALLIANCE FOR SCIENCE
RWANDA



Global Farmer
Network



SanitWing



REAL GREEN GOLD®
ORGANIC WAY TO SWEET HEALTHY

Contact Us



Norrskén House Kigali, Rwanda
1 KN 78 St



<https://www.rwandaavocados.com>



+250 788 481 560 / +250 788 667 469



avocadosocietyofrwanda@gmail.com