

Kenya is set to increase its avocado exports to China by 10% annually over the next three years, while adhering to the 2018 protocol on sanitary and phytosanitary, according to [Capital Business](#).

Chinese traders are actively seeking new opportunities in the Kenyan market to get avocados, explains Export Promotion Council's CEO Peter Biwott.

"Chinese traders such as Shanghai Greenchain have set up an African office in Nairobi looking for opportunities.

"It has just been three months and this is a market that is being developed," the publication quotes him commenting.

In May, the countries' presidents signed a trade deal that will see Kenyan farmers export avocados to China.

When they fully implement this agreement, the export council estimates that the Chinese market will take in more than 40% of Kenya's avocado produce.

This would make the Asian nation one of the largest importers of the fruit.

On average a Chinese family consumes at least three avocados a day, says the publication.

This equates to a market opportunity of about four billion pieces of avocado per day. As such, the annual figure would reach roughly 1.5 billion.

At current market prices, the category fetches KSh290 (US\$2.82) per kilo. Considering this, if every Chinese family buys a kilo, earnings would hit KSh377 billion (US\$3.6 billion) a day.

Currently, Kenya's most notable avocado destinations include Europe and the U.S.

Read the full story [here](#)