



Group members with agriculture extension staff

Kiambagathi Avocado Growers Kirinyaga County

We were planting only 1-2 trees of avocado per farmer and selling individually with no specific buyers to sell to. Brokers came to buy avocados, but not on regular basis. As we couldn't get any market information, we sold avocados at the price offered by brokers.

Through the market survey, we realized that we needed to change the variety as well as work together by selling as a group in order to increase profit from avocados. We also realized the importance of information collection and networking.



Group's Avocado Seedlings



Through SHEP Approach, now farmers can negotiate price as a group with strong bargaining power. Now the group is independent! --Ms. Gladys, Group Facilitator

"Alone we can do so little, together we can do so much." Group marketing can eliminate price discrimination enabling farmers sell at a uniform higher price due to a strong bargaining power. "There is power in unit."

- -Mr. Calistus, SHEP PLUS

