



**YOUR PREFERRED  
SUPPLIER OF  
HIGH QUALITY  
EXPORT  
AVOCADO FROM  
KENYA.**



## **SokoFresh** ABOUT US:

### **Company Name:**

SokoFresh Agri Innovations EA Ltd

**EST:** 2019

### **Country:**

Kenya

### **Farmers' Acreage under production;**

2,000+

### **Hass Avocado Annual Shipping Capacity:**

50 containers

### **Certifications:**

Global GAP, GRASP, SMETA

### **Our Values:**

Innovation, Solution Oriented, Passion,  
Integrity, Ownership



## **INTRODUCTION**

We exist to unlock market opportunities and world class aggregation of fruits in Kenya. We achieve this by investing in farmers' post harvest management capabilities and aggregation infrastructure whilst partnering with exceptional buyers keen to source high quality fruits from Kenya.



## **AWARDS & RECOGNITIONS**

2021 – Winner, Cold Storage Category, Avocado Society of Kenya Awards

2022 – Global Winner, Ashden Award, Energising Agriculture Category

2023 – EEP Africa – Scale-up Company of the year

**Loved by farmers and buyers since 2019.**



# WHY SOURCE FROM SOKOFRESH?



01

**RELIABLE IN QUALITY, QUANTITY AND SUSTAINABILITY**

02

**OPERATIONAL EXCELLENCE**

03

**FOOD SAFETY AND SOCIAL CERTIFICATIONS  
GLOBAL GAP, GRASP, SMETA**

04

**TRUSTED AND RELIABLE PARTNER**

05

**FLEXIBILITY AND CUSTOMISED SOLUTIONS**

06

**WELL COORDINATED COLD CHAIN AND LOGISTICS**

07

**ESTABLISHED SUSTAINABLE RELATIONSHIPS  
WITH KEY GROWERS IN KENYA.**

# SOURCING PROCESS IN DETAILS



## HARVESTING SELECT FRUITS FROM KEY GROWERS

We work with key growers across Kenya to source and carefully handle mature fruits. Our team is trained, well equipped, and highly experienced in sourcing operations.



## TRACEABILITY

We have proprietary technology for tracing each crate of fruit from farm to packhouse. We can avail reliable, detailed traceability information to our esteemed clients.



## POST HARVEST MANAGEMENT

We have invested in solar-powered cooling infrastructure and all necessary quality management tools for professional handling of fruit after harvest.



## CERTIFICATION & QUALITY ASSURANCE

We believe in getting the best fruits to our customers and building sustainable supply chains. You can rely on SokoFresh for high-quality fruits, fully certified, and the use of climate-smart infrastructure across our supply chain.

**OUTCOMES:** QUALITY FRUITS | ON TIME – IN FULL SHIPMENTS | TRACEABILITY AND TRANSPARENCY | UNIFORMITY OF PRODUCE

# PRODUCT DETAILS AND SPECIFICATIONS

## HASS AVOCADO - 4KG CARTONS



### SEASONALITY

The seasonality of our produce starts in March until November each year.

### PACKAGING DETAILS

- Carton Net Weight: 4kgs
- 20 pallets per 40ft container.
- 288 cartons per pallet
- 5760 boxes per container
- 144 crates per pallet on airfreight.

# LOGISTICS DETAILS

## SEA FREIGHT

We ship fresh fruit in refrigerated containers through the Port of Mombasa, and the following transit to our main destinations:

- **Middle East** (Jebel Ali, Jeddah, Salalah, Qatar)
- **Asia** (China, Hong Kong, Singapore, Malaysia)
- **Europe** (Rotterdam + Antwerp + Marseille-Fos)
- **Algeciras**, Spain.

## AIR FREIGHT

We ship by air from Jomo Kenyatta International Airport in Nairobi, Kenya.

## INCO TERMS

Ex-works Nairobi or FOB Mombasa

# GET STARTED IN 4 STEPS

## 01 SUPPLY AGREEMENT EXPLORATION

SokoFresh and potential clients align on the produce specification, importers market requirements, delivery schedules among other details.

## 02 DUE DILIGENCE AND TERMS ALIGNMENT

Discuss and align on roles, responsibilities, payments, destination, order specifications etc.

## 03 CONTRACTING AND ONBOARDING

If we are aligned we enter into supplier agreements and undertake necessary onboarding procedures.

## 04 EXECUTION AND PERIODIC REVIEW

We kick off supply and schedule routine update, review and feedback meetings to ensure expectations are met and any hitches are addressed promptly.

# SOKOFRESH MANAGEMENT TEAM

A dedicated team of 40+ full time staff with a passionate and experienced, international management team.



**Denis Karema**  
**CEO**

15+ Years working across Eastern Africa building technology and agricultural solutions.



**Paul van der Linden**  
**CFO**

15+ Years working across the Netherlands and East Africa developing scalable businesses.



**Stephen Katingima**  
**COO**

20+ Years building Agricultural supply chains in Kenya.



# GET IN TOUCH

A pleasant Avocado import experience awaits!



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