



MEMNON
CAPITAL

AVOCADO UGANDA: HARVESTING
OPPORTUNITIES IN EAST AFRICA'S
THRIVING AGRICULTURAL MARKETS.



EXECUTIVE SUMMARY

Uganda is rapidly emerging as a key player in East Africa's avocado sector. The country produces between 250,000 and 300,000 tons of avocados annually, with exports reaching US\$5.1 million in 2023 and continuing to grow strongly, including the first commercial shipments of Hass avocados to the EU in 2024. As global demand for premium Hass avocados rises, Uganda's favorable agro-climatic conditions and the launch of the national Avocado Roadmap and Platform in 2025 position the country to expand production, enhance quality, and access higher-value markets.

Memnon Capital Africa, a Uganda-based investment platform focused on real assets in agriculture, energy and mining, is the ideal partner to help realize this potential. With deep local presence and specialized agribusiness expertise, Memnon provides the patient capital and operational support required to strengthen Uganda's avocado value chain – from small-holder productivity to processing, traceability, and export.



UGANDA AVOCADO: RECORD MOMENTUM IN A GLOBAL CONTEXT

Uganda's avocado sector is experiencing significant growth:

- **Annual production:** 250,000–300,000 tons
- **Exports:** US\$5.1 million in 2023 (primarily to the Middle East), with first Hass avocado containers shipped to the EU in 2024 and continued expansion into 2025
- Growing focus on the high-demand Hass variety, supported by five operational avocado oil processing facilities that already convert 63,000 tons of fruit into crude avocado oil annually.

This momentum is driven by increasing international interest, government reforms under the Avocado Roadmap, and Uganda's natural suitability for year-round Hass cultivation. Europe and the Middle East remain primary destinations, with potential for further diversification.



EAST AFRICA'S AVOCADO BOOM: UGANDA'S STRATEGIC EDGE

East Africa is one of the world's fastest-growing avocado regions, led by Kenya as the continent's top producer and exporter. Uganda holds clear competitive advantages:

- Ideal agro-climatic conditions for premium Hass avocados across highland and mid-altitude zones
- Strong policy support through the 2025 national Avocado Roadmap, targeting production scaling, post-harvest infrastructure, and market access
- Emerging value-addition opportunities in avocado oil and processed products, alongside fresh fruit exports under AfCFTA and global demand growth.

Opportunities exist in quality upgrading, sustainability certification, and positioning Uganda as a reliable supplier to premium markets in Europe, the Middle East, and Asia.



PERSISTENT CHALLENGES: THE TRIPLE ASYMMETRY IN PRACTICE

Despite promising growth, Uganda's avocado sector – driven largely by smallholder farmers – faces structural constraints:

- Low and inconsistent yields due to limited use of modern inputs, irrigation, and agronomic practices
- Vulnerability to climate variability, pests, diseases, and soil degradation
- Limited access to affordable finance, extension services, and post-harvest infrastructure
- Value leakage in fragmented supply chains and heavy reliance on middlemen.

These challenges limit the sector's ability to fully convert production growth into higher farmer incomes, consistent export quality, and broader national economic impact.

MEMNON CAPITAL AFRICA: THE STRATEGIC PARTNER FOR UGANDA'S AVOCADO SECTOR

Memnon Capital Africa brings dedicated capital and hands-on expertise to Uganda's agriculture sector. Focused on real assets and long-term value creation, Memnon supports climate-resilient farming models, improved post-harvest handling, traceability systems, and value-added processing facilities.

Through structured investments and operational partnerships, Memnon helps bridge the financing gap, introduce best-practice agronomy, and strengthen market linkages – enabling Ugandan avocados to meet international standards and command premium prices while building more resilient rural economies.

ECONOMIC, FISCAL, AND SOCIAL IMPACTS

Partnerships with Memnon in the avocado sector can deliver broad benefits for Uganda:

- Higher smallholder productivity and incomes
- Increased value addition and export earnings
- Job creation along the value chain
- Greater resilience to climate and market risks
- Contribution to Vision 2040 goals for agro-industrialization and rural development.

By investing in Uganda's avocado sector, Memnon helps transform growing production volumes into sustainable, inclusive economic growth.

CONCLUSION: A RIPE OPPORTUNITY FOR UGANDA AND ITS PARTNERS

Uganda's avocado sector has never had greater potential. With strong production capacity, strategic policy support, and rising global demand for Hass avocados, the country is ready to claim a larger share of East Africa's thriving agricultural markets.

Memnon Capital Africa is committed to partnering with Ugandan farmers, cooperatives, exporters, and government institutions to fully harvest these opportunities – delivering both commercial success and meaningful development impact.

The time to invest in Uganda's avocado future is now.

Memnon Capital Africa – Real Assets. Real Returns. Real Impact. April 2026





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For more information, please contact:

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Kristian Kvavik

M +256 775 006 810

E kris@memnonca.com