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**Hass  
Avocado**

# About **Wilmar**

Wilmar Flowers Limited is a Kenyan Company established in 1995 to export summer flowers. The company sources flowers from over 2,000 smallholder farmers and exports to the Royal FloraHolland auction in Netherlands. Wilmar's business model focuses on filling the gap between the smallholder and the market. We have successfully done this for over 20 years.

Recently, the company has diversified into avocado farming, and we expect this to constitute 50% of its business by 2024. The company will continue using the out-grower model in avocado business thereby increasing the social impact footprint with an additional 2,000 smallholder farmers.

**We are fully certified with Global Gap and GRASP.**





The company optimizes the quantity and quality of output through farmer engagement, supply of inputs and farm management. Wilmar is founded with a very strong a social impact at the core of the operation. Over **5,000 farmers** and their families and communities have benefitted from Wilmar since its founding.





## Contact us

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