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The data were collected from smallholder avocado farms in Murang’a County, Kenya (S 0°43'0", E 37°9'0") between August − October 2019. The aim was to investigate the visitation frequency and single pollen deposition efficiency of different avocado flower visitors. For visitation frequency we conducted farm-based flower visitor observations and grouped the avocado flower visiting insects into the following taxa: Western honey bee (*A. mellifera*), hover flies (Syrphidae), ‘other flies’ (Diptera, except for Syrphidae), wasps (Vespidae), butterflies (Lepidoptera), wild bees (Apidae, except *A. mellifera*) and beetles (Coleoptera). The pollen deposition efficiency for different species was quantified by counting the number of conspecific pollen on flowers of avocado. There are two datasets; dataset1 set one has four columns namely: FarmNo, time, date, pollinator, Frequency. Differences in averages of visitation frequency among pollinators at different times of the day were analysed using linear mixed-effects models (LMM), the observational date and farm ID (FarmNo) was used as a random factor to account for the non-independence in visitation frequency data due to multiple measurements per farm and observation day.Visitation frequency was the response variable while flower visitors and time were the explanatory variables. Dataset2 has eight columns namely: Farmid, date, order, Family, Genus, species, Duration, Avocado pollen on insect, Avocado pollen on stigma, Foreign pollen on insect, Foreign pollen on stigma. Pollen deposition efficiency was taken as the number of compatible pollen grains deposited on the stigma after a single visit. LMM were used to determine the difference in single visit deposition of pollen among the insect species and the amount of compatible pollen on the insect body. In this analysis, sampling date and farm ID was used as a random factor