

EXECUTIVE SUMMARY

Tossyibe Farms Enterprises is an existing farm located at Enugu state Nigeria dedicated to the production of Premium African catfish (*Clarias gariepinus*) which includes Hatching, Grow-out, Processing and Packaging, Local Feed Production and Consultancy. Our business also aims to integrate the natural production of vegetables using waste derived from fish and manure fertilizers gotten from poultry. This business plan outlines a sustainable and innovative agricultural venture focused on integrated fish farming and vegetable cultivation. Our farm leverages the symbiotic relationship between aquaculture and horticulture, where fish waste is converted into nutrients for vegetable crops, and manure is utilized as a natural fertilizer for enhancing soil fertility. This approach not only maximizes resource efficiency but also minimizes environmental impact, positioning our business as a leader in sustainable farming practices. Our farm, strategically located to serve a growing market demand for organic produce and fresh fish, integrates aquaculture with vegetable farming. By using fish waste as a nutrient source for vegetables and incorporating manure as a natural fertilizer, we create a closed-loop system that significantly reduces waste and enhances productivity. The farm will primarily focus on cultivating high-demand fish species like tilapia and catfish, alongside a variety of vegetables such as lettuce, tomatoes, and peppers.

Mission Statement

Our mission is to produce and supply fresh, healthy fish to the Enugu community and also provide vegetables by employing sustainable and efficient aquaculture and horticulture practices. We are committed to enhancing food security, promoting local economic growth, and providing nutritious, high-quality fish to meet the dietary needs of our customers.

Vision Statement

Our vision is to become a leading provider of sustainably farmed fish, vegetables crops and healthy food suppliers in Enugu and beyond, recognized for our commitment to quality, environmental stewardship, and community impact. We aspire to set the standard for excellence in fish farming and Farming in Nigeria, contributing to a healthier and more food-secure nation.

Goal

Our goal is to achieve consistent weekly returns through the sale of fresh produce, while also contributing to environmental sustainability. Additionally, we aim to educate the community on the benefits of integrated farming and inspire other farmers to adopt similar practices.

Business Description

The farm spans approximately 3plots of land, with designated areas for fish ponds, vegetable plots, and a composting facility. The fish pond occupies 1 plot, while 1 plot is dedicated to vegetable cultivation, leaving 1 plot for infrastructure and expansion. The farm is located in Enugu State, Nigeria, providing easy access to water resources essential for both fish farming, irrigation and Vegetable cultivation. This location is strategically chosen for its proximity to major markets in Lagos and Abeokuta, ensuring a steady demand for fresh produce and fish. The business, registered under the Corporate Affairs Commission (CAC) and certified to operate with necessary regulations,

aims to supply high-quality, fresh fish, fresh vegetable crops to the local market. With Enugu and other state's increasing demand for protein-rich foods and the growing popularity of fish in Nigerian diets, this business is well-positioned to thrive in the agricultural sector.

Resources Available:

- **Water Supply:** The farm benefits from a reliable water source, supplemented by a borehole system to ensure consistent water availability for fish ponds and irrigation.
- **Fish Ponds:** The farm has 10 well-constructed earthen ponds, each capable of holding up to 5,000 fish, primarily tilapia and catfish.
- **Vegetable Plots:** The farm includes 6 hectares of fertile land divided into sections for different vegetable crops such as tomatoes, peppers, lettuce, and spinach. Drip irrigation systems are installed to optimize water use.
- **Composting Facility:** A dedicated composting area converts organic waste, including fish waste and manure, into nutrient-rich compost for vegetable plots, enhancing soil fertility and crop yields.
- **Labor Force:** The farm employs a team of 15 skilled workers, including aquaculture specialists, horticulturists, and general farm laborers, all trained in sustainable farming practices.
- **Infrastructure:** The farm is equipped with a storage facility for harvested produce, a fish feed storage area, and a small processing unit for cleaning and packaging vegetables and fish for market distribution.
- **Transportation:** The farm owns a truck for transporting produce to local markets and distribution centers, ensuring timely delivery of fresh products.

ACCESS TO MARKET AND MARKETING PLAN

Target Market: Our target market includes fish farmers, seafood distributors, restaurants, supermarkets, and vegetable wholesalers. We also cater to premium markets for farm-raised catfish and urban consumers seeking organic produce, driven by health benefits and superior taste. Local restaurants and hotels are increasingly incorporating organic produce into their menus.

Market Opportunity: The gap between the growing demand for organic products and the limited supply in Enugu presents a significant market opportunity. By offering fresh, locally produced, and organically grown fish and vegetables, our farm is well-positioned to capitalize on this trend. Additionally, the farm's proximity to major urban centers in Enugu ensures easy access to markets, reducing transportation costs and ensuring the freshness of our products.

Competitive Advantage: Our integrated approach ensures consistent quality and supply, with the ability to grow and supply vegetables within one week as a market advantage. By maintaining rigorous health standards, adopting sustainable practices, and offering affordability and good customer care, we meet the demand for high-quality, responsibly farmed seafood. Unlike traditional farmers using chemical inputs, our farm uses fish waste and manure as natural fertilizers, producing truly organic products. This sustainable approach not only appeals to health-conscious consumers but also gives us a competitive edge in cost efficiency and product quality.

Market Access:

Distribution Channels: Direct to consumer sales in retails, direct sales to distributors, partnerships with restaurants and supermarkets.

Online Presence: Social media channels to promote the brand and connect with customers.

Marketing Strategy:

Brand Positioning: Highlight quality, sustainability, and consistency.

Promotions: Offer introductory discounts, engage in local seafood festivals, and participate in trade fare and industry trade shows.

Advertising: Utilize digital marketing, including SEO and social media advertising, and traditional methods like local newspaper ads and flyers.

Management Structure

MARKET ANALYSIS

In Enugu, Nigeria, demand for fresh fish and organically grown vegetables is rising due to increased health consciousness and preference for natural, chemical-free food. The agricultural sector is growing, driven by urbanization, health awareness, and a shift toward organic, locally sourced products. Nigeria's fish farming industry is expanding rapidly, especially for tilapia and catfish, while the organic vegetable market thrives as consumers seek sustainable, healthy produce.

Vegetable Cultivation

Fish waste is rich in essential nutrients like nitrogen, phosphorus, and potassium, crucial for plant growth. After collection, it naturally decomposes into a nutrient-rich liquid known as "fish emulsion," which is then used to irrigate vegetable plants, delivering vital nutrients to the soil and roots. Manure, composted from livestock, is another natural fertilizer. The composting process breaks down the manure, making its nutrients more accessible to plants, enriching the soil, and promoting healthier, faster plant growth. Together, these create a sustainable farming system.

Production Cycle For vegetables

1. Day 1:

Planting: Seeds of fast-growing vegetables like radishes or leafy greens (e.g., lettuce, spinach) are sown in nutrient-rich soil, enhanced with fish waste and manure.

2. Day 2-3:

Germination: Seeds begin to sprout. Ensure the soil remains consistently moist and maintain optimal light conditions.

3. Day 4-5:

Rapid Growth: Plants grow quickly due to the nutrient-rich environment. Monitor growth closely to ensure they are healthy and developing well.

4. Day 6-7:

Harvest: Vegetables are harvested once they reach the desired size. Fast-growing greens and small root vegetables can be ready for harvest within a week.

Implementation Schedule for Vegetables

To grow vegetables in one week, choose fast-growing seeds like radishes or arugula. Use a shallow tray with well-draining soil, optionally soak seeds overnight, and sow evenly. Mist with water and place in a warm, well-lit area with 12-16 hours of light daily. Keep the soil moist; seeds will sprout in 3-4 days. By day 7, microgreens reach 2-3 inches, ready for harvest. Use fresh or store in the fridge for up to a week.

Implementation Schedule for Fish

Month 1-2: Planning and Setup

Location secure already.

Purchase equipment and setup hatchery and grow-out facilities.

Hire and train staff.

Month 3-4: Initial Stock and Hatchery Operations

Acquire breeding stock.

Begin larval rearing and fingerling production.

Month 5-6: Grow-out Phase

Initiate grow-out operations.

Implement feeding and health management protocols.

Month 7-8: Marketing and Sales Preparation

Launch marketing campaigns.

Establish distribution channels and customer relationships.

Month 9-12: Full Operations and Review

Begin full-scale harvesting and sales.

Review performance and adjust strategies as needed

FINANCIAL INFORMATION

Expansion Costs: Estimated at ₦30,000,000.00, covering hatchery setup, grow-out facilities, equipment, initial stock, and operational expenses.

Revenue Streams: Sales of whole fish and fillets.

Pricing:

1. Fingerlings: ₦30.00 per fish
2. Juveniles: ₦60.00 per fish
3. Grow-out Fish: ₦3,000.00 per kilogram for retail price and ₦2,700.00 for wholesale
4. Dried fishes: ₦6,500.00 per kilogram and ₦6,000.00 for wholesale
5. Projected Revenue: ₦38,000,000.00 annually based on production capacity and market demand.
6. Profit Margins: Expected to be 27% approximately, considering production costs and market pricing.
7. Break-Even Analysis: Expected to break even within one year and six months based on projected sales and expenses.

financial Information for growing vegetables

Expansion Costs: Estimated at ₦1,500,000.00, covering hatchery setup, grow-out facilities, equipment, initial stock, and operational expenses.

1. Land Preparation:

- Clearing and Tilling: ₦150,000 - ₦200,000
- Soil Enrichment (manure, compost): ₦70,000 - ₦100,000

2. Growing Medium and Containers:

- Soil, pots, or trays: ₦20,000 - ₦40,000

3. Seeds/Seedlings:

- Fast-growing vegetable seeds: ₦40,000 - ₦60,000

4. Irrigation System:

- Drip irrigation setup: ₦80,000 - ₦100,000

5. Fertilizers and Nutrients:

- Organic fertilizers and fish waste: ₦50,000 - ₦70,000

6. Tools and Equipment:

- Basic gardening tools: ₦85,000 - ₦100,000

7. Labor Costs:

- Initial setup and maintenance: ₦250,000 - ₦300,000

8. Miscellaneous Costs:

- Utilities, transportation, etc.: ₦250,000 - ₦300,000

Total Estimated Startup Capital:

- ₦1,300,000 - ₦1,500,000

ROI Capital

1. Weekly Return:

- Minimum: ₦450,000
- Maximum: ₦600,000

2. Monthly Return:

- Minimum: ₦6,200,000
- Maximum: ₦7,500,000

3. Yearly Return:

- Minimum: ₦89,950,000

Maximum: ₦108,000,000

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RISK MANAGEMENT

1. Market Fluctuations:

- Management: Diversify crops, explore multiple sales channels.

2. Pests/Disease:

- Management: Implement integrated pest management, regular monitoring.

3. Water Supply Issues:

- Management: Invest in irrigation systems, water storage.

4. Environmental Factors:

- Management: Use protective farming techniques, disaster planning.

5. Financial Risks:

- Management: Maintain contingency funds, monitor expenses closely.