

FOOD PRODUCTION AND HEALTH AWARENESS - AFE 202

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CHAPTER ONE

EXECUTIVE SUMMARY AND BRIEF DESCRIPTION OF THE PROJECT

In south-south Nigeria, the norm has time immemorial been to wait for the rain every year; hence, the overdependence on rain by the farmers for agricultural purposes. This is largely due to the abundant rainfall usually experienced in the region between April and September annually. This in turn subsequently leads to scarcity of common staples (like maize) during the dry season (October to April). All year round cropping of maize will definitely not be a bad idea.

An undeniable and obvious fact is the scarcity of maize (usually complete disappearance) during the dry season in Nigeria where A is not processed and consumed as main food but as appetizer or desert. The reason is that no farmer is ready to scoop water from the river or delve into modern irrigation given the stress and cost respectively. Tapping into this business opportunity seems innovative but not without serious financial commitment and relentless effort on the part of the management.

Pragmatic and cautious analysis have shown that there is huge returns on investment and profit is certain with hard work, zeal, dedication, financial discipline, managerial competence garnered from experience, good market demand for maize during dry season.

Financial analysis shows that the proposed project is not only profitable but also viable, feasible and sustainable.

Finally, careful assessment of the environment and organizational factors using short analysis (strengths, weakness, opportunities, threats) reveals a project that has a promising future and high prosperity of success.

CHAPTER TWO

INTRODUCTION

For many farmers in Nigeria, dry season is a threat; however, with respect to this business idea, it's indeed an opportunity to make substantial profit through efficient market penetration and effective market dominance. In order to achieve this, drip irrigation system would be adopted. Water should be pumped on daily basis into the reservoir sitting on scaffolding using the generator power.

OBJECTIVE

The main objective is to maximize profit by taking advantage of other farmer's weaknesses in the dry season and satisfying the salivating needs of the targeted customers.

SPONSORSHIP

The business is a sole enterprise.

MANAGEMENT AND TECHNICAL PARTNERS

A competent farm manager should suffix for the achievement of the business targets and objectives. The owner(if not the manager) should be frequently updated by the manager through phone calls, SMS, Whatsapp and/or E-mails on any development that might surface during the production and accounting/financial records should be properly kept for checks and balances, proper documentation and to achieve a holistic managerial success.

CHAPTER THREE

MARKET AND SALES

An effective production can be inefficient when there is a lax in marketing. A good production technique without sound marketing strategies is indeed a work in vain.

It is imperative that before setting up a maize farm, the prospective farmer should identify his market.

The farmer has to determine;

- A: Whether to use middlemen or retailers.
- B: Whether to sell in bulk (of items) or to sell in unit pack
- C: Whether to give it a befitting package or not
- D: Whether to sell raw or sell processed (after added value)
- E: Whether to sell at farm gate price or at prevailing market price.

The most important thing is for the farmer to make a choice of decision that will give optimal results given the resources available to the farmer and also the farm should be located to a nearby market, good road that can assess the farm to the market.

CHAPTER 4

TECHNICAL FEASIBILITY, PROJECT ENGINEERING, RESOURCES AND ENVIRONMENT

This involves the SWOT analysis. It is not enough to adjudge a business profitable and viable without a proper analysis of strengths, weakness, opportunities and threats at one's disposal. A detailed SWOT analysis is the mainframe of any successful business.

1. Strengths: This involves the availability of time to concentrate on management. It is expected that the investor doesn't just have the time but the determination and zeal beaming on all shady paths to break through. If the investor doesn't have the time then he should employ a farm manager that can manage the project with his wealth of experience and skill in all production and marketing processes involving administration, procurement, inventory management and the supply chain.
2. Weakness: Paucity of funds is usually a greater constraint in most cases. Without means to finance the project, even the best ideas may not come to reality.
3. Opportunities: The high market demand for maize during the dry season coupled with the inactivity of competitors (farmers) during this season leaves a loophole to exploit.
4. Threats: During the dry season, most of buffer crops/ weeds are generally absent hence exposing a planted sole crop to insect pest infestation. To curtail this menace, effective herbicide (insecticide should be applied on the emerging maize seedling as at when due. Threat of theft is likely to occur depending on the location of the farm.

CHAPTER 5

GOVERNMENT SUPPORT AND REGULATORY POLICIES

The business enterprise is a sole investment but support from government for incentives such as tractor, harrowers, ploughs, fertilizer etc will be an additional value to the business.

Policies are being exacted to sanction and punish offenders of the laid down rules that have been outlined in the business.

CHAPTER 6

PROJECT IMPLEMENTATION TIMELINESS

Activities being carried out during the production of maize;

1. Land clear = February – March
2. Planting = April – May
3. Weeding = June – August
4. Harvesting = September
5. Threshing = September – October
6. Marketing = October- December

CHAPTER 7

FINANCIAL EVALUATION-PROJECT COST AND REVENUE ESTIMATE-:

This involves cost-outturn analysis profit and break-even profit

COST-RETURN ANALYSIS: The following table summarizes all the costs that would be involved in executing the project.

Table 1: fixed and variable cost

FIXED COST	VARIABLE COST INPUTS
Drips irrigation system -900000	8 bags of fertilizer----- 48000
Borehole ----- 700000	1 carton of sunphosate chemical –15000
Total fixed cost ----- 1,600,000	5 bags of maize seeds----- 25000
	Fuel 5l/days for 75days ----46875
	<u>LABOUR</u>
	Land clearing----- 20000
	Spraying----- 1000
	Weeding----- 30000
	1farm manager----- (3months)
	1farm assistant (3months)-60000
	Miscellaneous-----10000
	Total variable cost ----35487
	Total costs= total fixed cost +total variable cost
	=1,600,000+354875=1954875

Note:- its assumed that the investor already have one hectare of land (1ha) and that he also has a generator that can power a 1hp submersible pump machine.

RETURNS

A standard and recommended spacing for sole maize cultivation is 0.75m x 0.25m

$$1\text{ha} = 10000\text{m}^2$$

$$\text{NO of stands/ha} = 10000\text{m}^2 / (0.75 \times 0.25)\text{m}^2$$

$$= 10000 / (0.1875)$$

$$= 53,333 \text{ stand/ha}$$

Hence, 53,333 stands of maize are expected on 1hectare of land.

Assuming, the maize variety seed produces 1cob per plant; therefore the yield in 1ha of sole maize plantation will be 53,333 cobs.

Meanwhile during dry season, maize cobs will be sold per unit of 3, marketing a total of $53,333/3 = 17,777$ units; each unit will be sold at N100.

Therefore, the expected Total revenue accruable from 1ha sole maize plantation in dry season is $17,777 \times 100 = 1777700$

Meanwhile, during the rainy season, maize cobs will be sold per unit of 5; marketing a total of $53333/5 = 10,666$

Therefore, the expected Total revenue accruable from 1ha sole maize plantation in rainy season is $10666 \times 100 = 1066600$

PROFIT

Total revenue for dry season = N1777700

Total variable cost = N354875

Gross margin (dry season); TR – TVC= (1777700 - 354875)

$$=1422825$$

Gross margin (rainy season); TR – TVC = (1066600 - 354875) = 711725

CHAPTER 8

FUNDING MECHANISM

The business will be funded by the investor and other agencies such as government, NGO etc will aid the realization of the business faster.

CHAPTER 9

HEALTH BENEFITS OF MAIZE

1. Reduces the risk of anemia
2. Lowers blood sugar & cholesterol level
3. Preserve healthy skin

CONCLUSION

The proposed maize production project has a reasonable chance of success at the start and it's sustainability. The all year round maize production has the tendency to produce efficiently and can be marketed effectively.