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**COURSE:** AFE 202-FOOD PRODUCTION AND HEALTH AWARNESS.

**COLLEGE:** MEDICINE AND HEALTH SCIENCES.

**DEPERTMENT:** ANATOMY.

**MATRIC NUMBER:** 18/MHS01/254.

ASSIGNMENT.

Prepare a business plan on a chosen agricultural enterprise following the guideline in the note. spiral bind and submit upon resumption. Minimum of five pages, times new roman size 12 with double spacing.

ANSWER.

**TOPIC: BUSINESS PLAN ON SNAIL FARMING FOR GOLDEN REED FARMING.**

**INTRODUCTION.**

In the past, the only way to get snails was to go into the bush and gardens to hunt them after a rainfall or at night.  This was because most people did not know that snails could be reared domestically just like poultry and animals like chickens and goat. Snail farming is a very interesting business not just because it’s a highly profitable business, but because it is easy and fun. Small businesses are critical components to the economy at large because they introduce new job opportunities and innovation in small communities.

**Executive Summary Of Golden Reed Farming (GRF)**

Golden Reed Farming is a looming farm located Jericho, Ibadan. Miss Ayoola Ogunsemowo is the owner and founder of GRF. The goal is to create a profitable farm for organically grown, ethically raised snails. GRF will offer quality snails by implementing environmentally friendly practices in raising its snails. The snails will be available to restaurants around Ibadan with the mission of serving locally grown food. GRF will be looking to target medium to high-end restaurants that value environmentally friendly businesses, uniqueness in the service, convenience of location, and customization of the product. If GRF grows sales by 7.5% each year, it will be profitable after three years of business. If the snails are sold for 500 naira each, this will provide a profit after three years. This business plan will provide a description of the products and services of GRF, a marketing plan analyzing the snail industry to present strategies for GRF to successfully enter the industry, and a financial plan providing the necessary financial statements projecting the next three years.

**SETTING UP FOR THE SNAIL FARM.**

This process includes;

[Location and environment of the snail farm](https://www.profitableventure.com/choosing-a-business-location/).

The best environment to situate a snail farm is a low plain, downhill site.  The farm will not be exposed to excessive wind because too much wind would dry out and dehydrate the snails. It is best to have trees like banana or plantain planted around the snail farm.

Snails cannot be reared on concrete floors. The floor of your snailery will be made up of balanced soil, Soil that is not too dry and not waterlogged either. The soil of the snail farm is not acidic or clayey as this can be harmful to the snails. The best soil for rearing of the snails is a sandy-loamy soil that has low water retention.  The soil of the snail farm is highly critical to the growth and survival of the snails because snails derive calcium used for forming its shell from the soil. It also gets its water from the soil and lays its eggs on soil.

The soil would be about 10 inches deep and fresh leaves or wet clothes will be used to control the temperature of the snailery. To protect the snails from predators and pests like snakes, rats and termites, there would be a barbed wire fence around the snail’s pen.

 Getting The Snails For Farming

To start up the snail farm, it is advisable to get snails directly from the forest instead of buying from the market after they have been exposed to sunlight and have been dehydrated. This is because snails drink a lot of water, so are easily dehydrated and this stresses them out, and reduce their fertility capacity.

The snails will be picked from the bush with a very simple technique, By clearing a little portion of land during the rainy season and sprinkling fruits like pineapple, pawpaw, plantain, banana etc at about 5o’clock in the evening, at about 7pm or 8pm, there will be snails suitable for rearing in the area. The procedure is repeated until enough quantity is gotten.

FEEDING

Snails are very versatile feeders. They can feed on anything from leaves to fruits. Snails can feed on cocoyam leaves, cassava and okra leaves, cabbage, lettuce, pawpaw as well as eggplant leaves. Snails can also feed on fruits like mangoes, banana, pawpaw, tomatoes and pears.

It is important that the snails are fed with the right food so that would support tissue growth and supply calcium needed to grow their shells. There are specially formulated snail feed in the market that can be used to feed the snails for improved growth and productivity.

**SNAIL BREEDING PROCESS.**

Along with containment standards for breeding, there are additional specifications for

when snails can breed. Snails must weigh at least 100-125g for breeding and should start at the beginning of a wet season. Under these conditions of “pairing and courtship” lasting

anywhere from four to twelve hours, it will result in two snails exchanging sperm. After two weeks, anywhere from 80 or more eggs are laid into crevices in the topsoil from each snail. They are limited to laying six batches in a year, producing upwards to almost 500 eggs per year. In order to be eaten, young snails must mature for one to two years. Once the snails reach their mature age for sale, they can then be removed from their containment to be processed before being sold off. For the farm to be a fully functioning, profitable

operation, the snails are closely monitored and managed by the caretaker in key stages of their life cycle: “egg laying, hatching, growing and maturity”. This means ensuring the

snails are healthy in each stage, consuming a proper diet, and that they are growing with strong shells. Stronger shells are the best contenders for breeding healthy snails, in addition to fecundity, hatchability, establishment rate, and growth rate. A benefit of stronger shell helps

to fight off predators such as birds, ducks, lizards, frogs, worms, and other predatory insects.

**MARKETING ANALYSIS.**

A commercial value snail will grow to full maturity in less than a year. It can even be harvested for marketing after 8 months if adequate feeding is applied. A matured snail will sell for close to N500 depending on the size and the cost of breeding a snail from hatching to maturity will not be more than N150, giving a profit margin of close to N350/snail which if multiplied by the large number of snails harvested, will yield a very wide profit margin for the farmer. Apart from only selling your snails, snails are of high demand in the international market. Countries like France, America, Italy, China etc are importers of snails because they really cherish the nutrient content of the animal.

Target Market;

We will especially target the following groups:

* People who are trying to lose weight.
* People who are on recovery from critical illnesses and injuries; cancer and cardiovascular diseases.
* Hotels that serve intercontinental dishes, having snail meat in their cuisine.

Promotion Strategy.

The image of a fresh, healthy, and organic product is what GRF hopes to promote in the

current industry. The hope is for GRF to develop a personal, reliable, and growing snail business. Promotion will be aimed to target the customer values that align with the value proposition of GRF. The use of personal service to develop the customer relationship will provide GRF with a loyal customer base. The following channels are the best ways to reach our customers;

1. Word of mouth; Personal service for the customers includes face to face interactions and personalized sales and marketing.

2. Media; We will develop a helpful website that will allow customers to find the company online and to keep current customers aware of any news and the products available. This website will be linked to several local food aggregator programs in order to expand the customer pool.

3. Networking; Utilize the restaurant alliances that the potential customers are already a part of. This will be used to market Golden Reed Farming as a local food supplier. Existing relationships can be expanded by the continuation of networking, outreach, and quality of product for the restaurants.

**Management & Organization.**

Miss Ayoola Ogunsemowo will have full control over all operations within Golden Reed Farming as the sole proprietor of the company. This responsibility will include different areas within business functions including sales, marketing, management, operations and hiring. Miss Ayoola Ogunsemowo will also be responsible for day to day operations until sales exceed her operational costs. GRF will rely on services of volunteers whom will get paid according to the hours worked and other associations to help get work done around the farm. There are currently active support from volunteers but the company doesn’t have the money to hire people full time. Once sales on the farm increase, there will be need for more people to help maintain the farm. As soon as GRF receives enough capital from sales, we will expand by hiring people and assigning specific tasks to them.

**FINANCIAL PLAN.**

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| Material Expenses | Cost (Naira) |
| Barbed Wire | 20,000 for five packs  |
| Raised Box | 50,000 for 3 boxes |
| Nails | 2,000 per pack  |
| Lightweight Concrete, Trowel & Tub | 200,000 |
| Soil | 845 per pack |
| Humidity Temperature Meter | 20,000  |
| Soil Moisture Meter | 20,000 |
| Mist System | 30,000 |
| Free Range Pen | 20,000 |
| Hammer | 10,000 |
|  |  |
| Operating Expenses | Cost (Naira). |
| Rent | 500,000 yearly |
| Utilities | 100,000 monthly |
| Liability Insurance | 200,000 yearly |
| Labour | 500 per hour |
| Snail Feed | 40,000 monthly |
| Packaging Snails | 70,000 monthly |
|  |  |

Golden Reed Farming will be expecting to break-even after three years. Startup expenses will equal approximately 500,000 naira and sales revenue is expected to equal approximately 800,000 naira. The average snail lays 86 eggs per cycle and has an average of five reproductive cycles a year, each individual 24 snail can lay 430 eggs a year. Assuming all the snails that are produced are sold, each bed would produce approximately 10,000 snails for a total yearly revenue of 6,000,000. Depending on the maturity rate of the snails, these snails can be ready to sell in as little as year.

 **Explanation of Long-term Plan**

The long-term financial projections for Golden Reed Farming (GRF) is to eventually earn a steady profit and grow sales every year. In order to obtain a profit, GRF will have to sell all of the snails produced. Operating costs can be reduced by replacing snail food with leftover produce from groceries or restaurants, incorporating more recycled materials as the farm grows. In three years, GRF will be successfully selling and producing snails that can then be applied to other industries such as health and beauty, medicine and even pets. Each year by increasing advertising strategies and joining networks and collaborations, GRF should grow sales by at least 7.5% each year to make a profit, and can do this by increasing their customers. If the business does not prosper within the three years, then GRF can be sold off to an investor or another farmer. However, with the many resources available, failure does not seem evident.

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