

**ANGAHAR PAUL**

**CIVIL ENGINEERING**

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**AFE 202**

**VEGETABLE CULTIVATION**

## **VEGETABLE CULTIVATION**

Vegetable cultivation is the growing of vegetables for human consumption. The practice probably started in several parts of the world over ten thousand years ago, with families growing vegetables for their own consumption or to trade locally. At first manual labour was used but in time livestock were domesticated and the ground could be turned by the plough. More recently, mechanisation has revolutionised vegetable farming with nearly all processes being able to be performed by machine. Specialist producers grow the particular crops that do well in their locality. New methods such as aquaponics, Raised-bed gardening|raised beds and cultivation under glass are used. Marketing can be done locally in farmer's markets, traditional markets or pick-your-own operations, or farmers can contract their whole crops to wholesalers, canners or retailers.

Vegetables which are farmed include:

- Fabaceae (pea family): peas, beans, lentils
- Solanaceae (nightshade family): tomatoes, eggplants, bell peppers, potatoes
- Brassicaceae (mustard family): cauliflower, cabbage, brussels sprouts, broccoli
- Allium family: onions, garlic, leek, shallot, chives
- Carrots (Apiaceae)
- Lettuce (Asteraceae)
- cucurbit family of plants including melon, cantaloupe, cucumber, calabash, squash, and pumpkin
- Sweet corn

## **VISION**

The vision of every company or farm is to be among the first three largest vegetable producer/distributor in the country.

## **MISSION**

The missions of some companies or farms are:

- Firstly, to cultivate organically grown evergreen vegetables in commercial quantity
- Secondly, to give our customer the very best products and provide excellent customer service so that we may earn their trust and ensure continued business transaction.

- Finally, to provide an excellent, top-notch and safe environment for vegetable production, storage and distribution.

## **OBJECTIVES**

Objectives have to be the hardest things to execute, all objectives depend on how large or small scale your business or farm is. Here are some objectives:

- Increase revenue from the sales of vegetable to N30,000,000 over 2 years.
- To maintain profit margins at 20-25% through close attention to expenses and cost of vegetable production.
- To drive awareness and generate sales through mentions in both local print and digital media, listings on online stores and a dedicated blog.

## **KEYS TO SUCCESS**

- Firstly, Financial stability for payment of labour, fertilizer, viable vegetable seeds and other variable inputs.
- Secondly, Low operating cost and efficient processing techniques.
- Thirdly, ensuring an efficient and highly motivated distribution team.
- Also, Maintenance of good working condition and effective remuneration.
- Offer consistently quality products.
- Lastly, Outstanding customer service.

## **PRODUCTS AND SERVICES**

Companies and Farms will basically sell healthy disease free and highly nutritious vegetables. They will cultivate and sell the following widely eaten green vegetables in Nigeria: green leaf, ugwu(fluted pumpkin leaf), Efo Shoko(Lagos Spinach), Bitter leaves, Efo Tete(Africa Spinach), water leaf, Malabar Spinach, Efirin (scent leaf), Ebolo(Yoruban bologi), Afang leaves. Other products and services include viable and hybrid vegetable seeds, training and on-farm experience for would-be young vegetable farmers, etc. Companies and farms produce, process and package to meet standard organization of Nigeria and international standard. They should be concerned about providing vegetables products that meets for edible purposes.

## **MARKETING**

Several economic models exist for vegetable farms: A relatively small operation is a market garden while a larger farm may grow large quantities of few vegetables and sell them in bulk to major markets or middlemen, which requires large growing operations. A farm may produce for local customers, which requires a larger distribution effort. A farm may produce a variety of vegetables for sale through an on-Farm Stalls, a local farmer's markets, or a u-pick operation. Such operations differ from commodity farm products like wheat and maize which are less perishable and are sold in bulk to the a local granary. Large cities often have a central produce

market which handles vegetables in a commodity-like manner, and manages distribution to most supermarkets and restaurants.

In America, vegetable farms are in some regions known as truck farms; "truck" is a noun for which its more common meaning overshadows its historically separate use as a term for "vegetables grown for market". Such farms are sometimes called muck farms, after the dark black soil in which vegetables grow well.

## **COMPETITION**

As we all know, competition is a major factor in knowing whether your business is the best or not.

There is completion everywhere and Competitors for every business or Farm, whether small or big holder farms or business located in and around the business. Farm's and businesses competitive edge should include the use of modern production techniques and equipment which turns out high quality products, excellent customer service, the expertise of its founders.

## **MANAGEMENT TEAM**

The management team include:

- Chief Operating Officer
- General Farm Manager
- Administrator/Accountant

- Crop (Vegetable and Fruits) Cultivation Manager/Supervisor
- Vegetable and Fruits Processing and Packaging Plant Manager/Supervisor
- Sales and Marketing Executive
- Front Desk Officer

## **FINANCIAL CONSIDERATIONS**

Business and Farms seek a lot of money in long-term financing to cover start-up costs, equipment, building expenses, and working capital. Similarly, Funding for the launch of the business is provided primarily by equity from the partners and investors. The business will reach positive cash flow in its 10th month of operation, allowing for expedited repayment of its loan obligations, as well as for dividends to be paid to the owners. Revenue will top highly and profit will reach a high in the 1st year of operation.