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**DEPARTMENT: Business administration.**

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**PROJECT ON CASSAVA PROCESSING**

Businesses in the cassava farming cum processing industry primarily grow different species of cassavas and process them for different purpose. As a matter of fact, worldwide, 800 million people depend on processed cassava as their primary food staple especially in Sub – Sahara Africa, South America and some parts of Asia.

Cassava is known to be the third-largest source of food carbohydrates in the tropics, after rice and maize. Cassava is indeed a major staple food in Africa, providing a basic food for over five million people. It is one of the most drought-tolerant crops, capable of growing on marginal soils. Nigeria is the world’s largest producer of cassava, while Thailand is the largest exporter of dried cassava.

Cassava is extensively cultivated as an annual crop in tropical and subtropical regions for its edible starchy tuberous root, a major source of carbohydrates. Although it is often called yuca in Spanish and in the United States, it is important to state that it differs from yucca, an unrelated fruit-bearing shrub in the family Asparagaceae.

The Cassava Farming cum Cassava Processing Industry is indeed a very large industry and pretty much thriving in countries such as Nigeria, Thailand, Brazil, Indonesia and Republic of the Congo et al. In 2014, global production of cassava root was 268 million tones, with Nigeria as the world’s largest producer of nearly 55 million tones or 21 percent of the world total. According to the American Cancer Society, cassava is ineffective as an anti-cancer agent: “there is no convincing scientific evidence that cassava or tapioca is effective in preventing or treating cancer”.

As a matter of fact, with the recent advancement in technology, farmers can now comfortably grow crops such as cassava in a country where such crops can hardly survive and in places where there are few farm land.

One thing is certain when it comes to cassava processing business, if you are able to conduct your market research and feasibility studies before choosing a location for your cassava processing plant, you are more likely not going to struggle to grow the business.

**Roles and Responsibilities**

**Chief Operating Officer:**

* Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
* Creates and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
* Responsible for fixing prices and signing business deals
* Responsible for providing direction for the business
* Responsible for signing checks and documents on behalf of the company
* Evaluates the success of the organization

**Administrator/Accountant**

* Responsible for overseeing the smooth running of HR and administrative tasks for the organization
* Defining job positions for recruitment and managing interviewing process
* Carries out staff induction for new team members
* Responsible for training, evaluation and assessment of employees
* Responsible for preparing financial reports, budgets, and financial statements for the organization
* Responsible for financial forecasting and risks analysis
* Responsible for developing and managing financial systems and policies
* Responsible for administering payrolls
* Ensures compliance with taxation legislation
* Handles all financial transactions for the organization
* Serves as internal auditor for the organization

**Laundry Starch and Animal Feed Production Manager/Supervisor**

* Responsible for managing the laundry starch and animal feed production plant
* Supervises other workers within the department
* Works closely with the CEO to achieve the organizations’ goals and objectives

**Sales and Marketing Officer**

* Recognizes and reaches out to new partners, and business opportunities et al
* Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of relevant projects.
* Writes winning proposal documents, negotiate fees and rates in line with company policy
* Responsible for handling business research, marker surveys and feasibility studies for clients
* Responsible for supervising implementation, advocate for the customer’s needs, and communicate with clients
* Develops executes and evaluates new plans for expanding increase sales
* Documents all customer contact and information
* Represents the company in strategic meetings
* Aids the increase sales and growth for the organization

**Field Workers/Contract Staff**

* Responsible for preparing the cassava that are to be processed
* Responsible for operating the cassava processing machine
* Backs up in loading and unloading raw materials and finished goods
* Carries out task in line with the stated job description
* Handles any other duties as assigned by the line manager

**Client Service Executive/Front Desk Officer**

* Welcomes guests and clients to the farm by greeting them in person or on the telephone; answering or directing inquiries.
* Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
* Through interaction with clients on the phone, uses every opportunity to build client’s interest in the company’s products and services
* Manages administrative duties assigned by the manager in an effective and timely manner
* Consistently stays abreast of any new information on the company’s products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients
* Receives parcels / documents for Ola Williams® Cassava Processing Co.
* Distribute mails in Ola Williams® Cassava Processing Co.
* Handles any other duties as assigned by the line manager
* Estimated demand of cassava in the industrial and export markets, acreage required and estimated number of jobs created (assumes one direct job per hectare for production and onedirect job in the processing and other downstream sectors)
* **Value-AddedChainEstimatedDemandFresh rootequivalent tomeet estimateddemand (metrictons)Acreagerequired(25ton/ha)Number of Jobcreated (onedirect job on-farm per ha andone off-farm)**
* Starch 230,000 tons 1,150,000 46,000 92,000Flour 250,000 tons 1,000,000 40,400 80,000\*Sweeteners 190,000 tons 950,000 38,000 76,000Dried chips for export and animalfeed 900,000 tons 3,360,000 134,400 268,560\*\*Fuel Ethanol (E-10)0.5 billionliters3,571,428 142,857 285,714High quality garrifor export and supermarkets455,000 tons 2,730,000 109,200 218,400
* **Total 12,758,429 510,337 1,020,674**
* \*Assumes 50% replacement of imported sugar in the Sweetener industry\*\*Assumes 50% from cassava as feedstock
* **2.**
* Characteristics of cassava production in Nigeria

Cassava production ('000t) 2009 36,804 30,088Cassava harvested area ('000ha)2009 3,126 1,326Cassava Yields (t/ha) 2009 11.7 22.7Utilization - Main Garri (60%) Starch - native and modified (40%)-Major other uses Fufu (20%) Fuel Ethanol (20%)Lafun (10%) Chips/pellets (40%)Tapioca - 5%Starch- native(3%)Animal feed (2%)Farm Size (ha/Farm) 1-2 4-5Cassava area (Ha/farm) 0.5-1 2-3Crop System (%) - monocrop 10 95-intercrop 90 5Time of Planting Apr-June Apr-MayLand Preparation Manual/tractor Tractor Weed control Manual Tractor/herbicide/manualFertilization -organic none medium-chemical very little mediumLabor costs (US$/day) 3-4 4-5Production costs (US$/ha) 450-900 650-800Production costs (US$/t freshroots) 37.99 28.68Sources: FAOSTAT 2009; IITA cassava handbook; Reinhardt Howeler (CIAT, Bangkok), TTDIThe Thai cassava sector is dominated by large processors that require 10-30tons of fresh roots per hour and have therefore established efficient supply chains. The principal users of cassava in Nigeria, about 70% every year, are village-level garri processors that require limited quantities of fresh roots per day. Large processing plants in Nigeria who need larger quantities are faced withhigh transaction costs, of collecting small amounts of cassava over a large area with bad roads,and adversarial relationships between the producer and processor.

The number of SME HQCF Processing Plants in Nigeria and their installed capacity

**S/NGeo-politicalZoneNumber of SMEFactories (NICAPMAMembers)Installed Capacityas at September2010 (ton/day)**

1. North – Central 16 362. South – West 51 1223. South – East 5 124. South – South 13 34

**Total 85 204**

Source: Received from NICAPMA by C: AVA (2011)The principal challenge faced by the HQCF value-chain in Nigeria is the lack of enforcement of government policy on the 10% replacement of wheat flour with HQCF in bread. This has led toa collapse of demand for HQCF. Nigeria imports about 4 million ton/year of wheat; with arecovery rate of 75% for the production of wheat flour, an equivalent of 3 million ton of wheatflour/year. A total of 2.2 million ton/year is used for bread making; 500,000t for biscuits/snacks;and 300,000t for noodles. At a 10% replacement rate, this translates to 220,000 tons of HQCFfor the bread making industry and another 50,000tons for biscuits, and 30,000 tons for noodles.Other constraints facing the value-added chain include scattered nature of farm lands and poor road infrastructure that increases the transaction costs for supply of raw materials to HQCF processors, and the high cost of raw materials due to the low average yield per hectare onfarmers’ field, 8 – 11t/ ha.