**NAME: AJI JOSHUA GAMBO**

**DEPARTMENT: CHEMICAL ENGINEERING**

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**TOPIC: VEGETABLE FARMING**

**VEGETABLE FARMING**

The term vegetable in its broadest sense refers to any kind of plant life or plant product; in the narrower sense, as used in this article, however, it refers to the fresh, edible portion of a herbaceous plant consumed in either raw or cooked form. The edible portion may be a root, such as rutabaga, beet, carrot, and sweet potato; a tuber or storage stem, such as potato and taro; the stem, as in asparagus and kohlrabi; a bud, such as brussels sprouts; a bulb, such as onion and garlic; a petiole or leafstalk, such as celery and rhubarb; a leaf, such as cabbage, lettuce, parsley, spinach, and chive; an immature flower, such as cauliflower, broccoli, and artichoke; a seed, such as pea and lima bean; the immature fruit, such as eggplant, cucumber, and sweet corn (maize); or the mature fruit, such as tomato and pepper. The popular distinction between vegetable and fruit is difficult to uphold. In general, those plants or plant parts that are usually consumed with the main course of a meal are popularly regarded as vegetables, while those mainly used as desserts are considered fruits. This distinction is applied in this article. Thus, cucumber and tomato, botanically fruits, since they are the portion of the plant containing seeds, are commonly regarded as vegetables.

**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**

Targets must be the hardest things to execute, all goals rely upon how huge or little scope your business or ranch is. Here are a few goals:

* Increment income from the deals of vegetable to N30,000,000 more than 2 years.
* To keep up overall revenues at 20-25% through close consideration regarding costs and cost of vegetable creation.
* To drive mindfulness and produce deals through notices in both nearby print and computerized media, postings on online stores and a devoted 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**

Organizations and Ranches will fundamentally sell sound illness free and profoundly nutritious vegetables. They will develop and sell the accompanying generally 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 (fragrance leaf), Ebolo(Yoruban bologi), Afang leaves. Different items and administrations incorporate reasonable and cross breed vegetable seeds, preparing and on-ranch understanding for would-be youthful vegetable ranchers, and so on. Organizations and ranches produce, procedure and bundle to fulfill guideline association of Nigeria and universal norm. They ought to be worried about giving vegetables items that meets to consumable purposes.

**HARVESTING AND SOME FACTORS TO CONSIDER WHEN HARVESTING**

The stage of development of vegetables when harvested affects the quality of the product reaching the consumer. In some vegetables, such as the bean and pea, optimum quality is reached well in advance of full maturity and then deteriorates, although yield continues to increase. Factors determining the harvest date include the genetic constitution of the vegetable variety, the planting date, and environmental conditions during the growing season. Successive harvest dates may be obtained either by planting varieties having different maturity dates or by changing the sequence of planting dates of one particular variety. The successive method is applicable to such crops as broccoli, cabbage, cauliflower, muskmelon, onion, pea, sweet corn (maize), tomato, and watermelon. Certain varieties of the carrot, celery, cucumber, lettuce, parsley, radish, spinach, or summer squash can be sown in succession throughout most of the year in some climates, thus prolonging the harvest period

**STORAGE**

Fresh vegetables are living organisms, and there is a continuation of life processes in the vegetable after harvest. Changes that occur in the harvested, nonprocessed vegetable include water loss, conversion of starches to sugars, conversion of sugars to starches, flavour changes, colour changes, toughening, vitamin gain or loss, sprouting, rooting, softening, and decay. Some changes result in quality deterioration; others improve quality in those vegetables that complete ripening after harvest.

**PREMARKETING OPERATIONS TO CONSIDER**

Premarketing operations include washing, trimming, waxing, precooling, grading, prepackaging, and packaging. Vegetables often require washing after harvest to remove any adhering soil particles. Such vegetables as the beet, carrot, celery, lettuce, radish, spinach, and turnip are trimmed before washing to remove discoloured leaves or to cut back the green tops. Waxing of the cucumber, muskmelon, pepper, potato, sweet potato, and tomato gives the product a bright appearance and controls shrivelling through reduction of moisture loss.

**MARKETING**

A few monetary models exist for vegetable homesteads: A generally little activity is a market garden while a bigger ranch may develop enormous amounts of hardly any vegetables and offer them in mass to significant markets or agents, which requires huge developing tasks. A homestead may create for nearby clients, which requires a bigger dissemination exertion. A ranch may create an assortment of vegetables available to be purchased through an on-Homestead Slows down, a nearby rancher's business sectors, or a u-pick activity. Such activities contrast from ware ranch items like wheat and maize which are less short-lived and are sold in mass to the a neighborhood silo. Huge urban communities frequently have a focal produce showcase which handles vegetables in a product like way, and oversees dispersion to most general stores and eateries. In America, vegetable ranches are in certain locales known as truck ranches; "truck" is a thing for which its progressively regular significance eclipses its truly independent use as a term for "vegetables developed for showcase". Such ranches are now and then called grime ranches, after the dull dark soil wherein vegetables develop well.

**RIVALRY AND COMPETITION**

As we as a whole know, rivalry is a central point in knowing whether your business is the best or not. There are Businesses all over the place and Contenders for each business or Homestead, regardless of whether little or large holder ranches or business situated in and around the business. Homestead's and organizations serious edge ought to incorporate the utilization of present day creation systems and hardware which turns out top notch items, phenomenal customer service, the mastery of its originators.

**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 Ranches look for a great deal of cash in long haul financing to take care of start-up costs, gear, building costs, and working capital. Additionally, Financing for the dispatch of the business is given principally by value from the accomplices and speculators. The business will arrive at positive income in its tenth month of activity, taking into consideration sped up reimbursement of its advance commitments, as wells with respect to profits to be paid to the proprietors. Income will top profoundly and benefit will arrive at a high in the first year of activity.