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Course Title: Food Security

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Assignment Title: Food production and health awareness

Question

Prepare a business plan on a chosen agricultural enterprise

My chosen agricultural enterprise is a Catfish farm

Catfish farming is the act of growing one of the diverse groups of ray-finned fish for commercial purpose in Nigeria. This involves building earthen, concrete or tarpaulin ponds, stocking the fingerlings or juveniles and feeding the **fish** till market size.

A Feasibility Report/ Business Plan for the Establishment of a Catfish Farm at Hytog Catfish Farm, Irebe, Rivers State.

Executive Summary

The purpose of this business plan as a farm operating and asset transfer guide during a period of growing the nursery, as also to guide as operationally during the period of expanding the farms operation size over the next three years.

It is also planned to support any request for financing in 2016 and also in 2017 and subsequent years. It is further planned to outline specific goals, benchmarks for success, and action step timelines which will guide us with our planned improvements to facilities, implementation of improved management practices, increased hard production and net income goals over the plan period.

The Major Issues Facing our Operation are:

- ✓ The need to provide affordable, short term improvement to milking efficiencies and the nursing's growth.
- ✓ The need to increase our farm size and overall fish supply.
- ✓ The need to increase net farm to a sustainable level for the couple's future in fishing.
- ✓ The need to secure financing for husband's capital improvement in 2016.
- ✓ The need to secure financing for the wife's capital acquisition in 2017.
- ✓ Need for legal guidance to finalize the husband's acquisition of the fish (nursing) in 2017.

Mission and Values

Our mission in Hytog Catfish farm is to;

- 1) Produce well groomed fishes.
- 2) Team up with customers for results that last.
- 3) Exist for the customers around the clock.
- 4) Innovate and expand in new segments and new geographies.
- 5) Provide integrated solutions and ensure that everywhere we do business is well lead and handled.

Our VALUES are built on four major principles which are; People, Passion, Partnership, and Professionals.

The Company

Hytog Catfish farm is owned and operated by a couple, and also expanding over 100 catfish pound located in Rivers State.

The company intends to hire fifteen full-time catfish famers and nine part-time employees to handle customer's services and day to day operations.

Sponsorship, Financial Management and Technical Assistance.

Hytog's catfish farm expects to raise N550,000 of its own capital to loan about N250,000 guaranteed by the central bank of Nigeria as a 8years loan. This provides the bulk of the current financing required.

Hytog's catfish farm anticipates sale of about 1 million in the first year, 1.5 million in the second year and 2 million in the third year of the plan. Hytog catfish farm should break even by the fifth month of its operation as it steadily increases its sale. Profits for this time are expected to be approximately N50,000 in the first year, N75,000 in the second year and N95,000by the third year. The company does not anticipate any cash flow problems.

The nursery professional development task force conducted survey to determine technical assistance resource needs and best methods for communicating these resources with us as catfish farmers.

The Market and Trade

Catfish is one of the most commonly eaten fish in Hotels, Restaurants, Bars, Joints and Spots, there is no Joint, Spots or Hotel in Nigeria that you won't find Catfish as part of their menu, it can be prepared and sold as fish pepper soup or grilled and peppered, it is one of the major Nigeria dish and yet from recent studies, Catfish farming, production, distribution and marketing are lower than its demand. One thing you must know is that Catfish grow very fast . There are different kind of fish ponds, there are eastern ponds, Concrete ponds, and Plastic ponds. In choosing the right pond a lot of things has to be considered, for example for small scale Catfish farmers it's advisable to use plastic pond because it's cheap and easy to construct and can house a lot of fish as well. So it depends on the scale of business we are aiming at and that is why we have a well written Catfish farming Business Plan to help you with your projections.

We should also be able to have a strong communication with customers either by direct communication, advertisement of our catfish arm on the blogs, online marketing, etc.

Products and Services.

Hytog offers strong, global dealer network and certified service partners. We provide comprehensive servicing for your essential nutrient and satisfaction through its entire life cycle. Our servicing programs make sure that our fishes are healthy and that operations are productive, efficient and safe.

Hytog service for catfish production covers all aspect of the fish produce including: animal hygiene and care, water supply, account management, etc. We expand our services to meet your changing needs.

Responsibilities of a Catfish Farmer

The job generally requires the ability to do the following tasks:

- Feed the fishes and change their water frequently.
- Operate fishing equipment for fishing.
- Ensure that all fishing equipments are properly maintained.
- Consult the animal nutritionist to create feeding plans that yield maximum fish production levels.
- Work in conjunction with veterinary doctors for routine vaccinations.

Qualifications of a Catfish Farmer

-Experience: Hands on practical experience working on a farm with fishes is an important prerequisite for becoming a catfish owner and farmer. There is no substitute for learning the business from the ground up. Most fish farmers either grow up by the river having catching fishes with their parents or friends or apprentice with an established operation before venturing out their own business.

-Education: Even if they inherit the family, most catfish farmers hold a two to four year degree in aquaculture ,animal science, agriculture, or a closely related field of study. Course work for such degrees generally includes aquaculture, anatomy, reproduction, farm management etc.

Skills and Competencies of a Catfish Farmer (Aqua culturist)

-Mechanical skills: A catfish farmer must be able to operate and maintain complex machinery.

-Physical Strength: The job involves repetitive task, such as; lifting and bending.

-Analytical skill: Critical to the success of a catfish farmer also known as an aqua culturist is the ability to assess the health and production strength of its cows, as well as the factors that influence them.

-Interpersonal skills: Catfish farmers may need to surprise laborers and other workers and they also may need to work with nutritional specialist and vets.

Working Schedule

The hours a catfish farmer works may be more than a typical eight hours work day and night and weekend shifts are often necessary. The work generally begins before dawn each day.

SWOT Analysis

Catfish farming formally known as aquaculture is important and essential to poor households across the country not only as a source of income but also as a major source of protein, store of wealth, fertilizer etc. During early days, fisher men survived solely on fishing as their only source of income and as a basic source of food. To have effective strategic planning, SWOT analysis of the sector is essential. This is Hytog's attempt to analyze our strength, weakness, opportunities and threats of the catfish farming sector to develop strategic plan.

Strength

1. Rise in per capital income and change in food habit which leads to increased consumption of fish and drugs.
2. Regular source of income
3. Proven technologies
4. Change in the government thinking and policies which favor aqua culture sector.
5. Good network of D.H department

Weakness

1. Administered price
2. Lower productivity of animals
3. Weak extension network
4. Unscientific practices

Opportunities

1. Fish food processing
2. Increased demand in fish
3. More job employment

4. Bio-diversity

Threats

1. Labour shortage and high wage rate in catfish farming
2. Negative consequences in cross breeding programme
3. Dwindling fodder resources
4. Employee shift