ENTREPRENEURSHIP OPPORTUNITIES IN AGRICULTURE

BY

AZEEZ . O. BELLO  RAS, FASAN, FNIAS

EXECUTIVE CHAIRMAN

AZEMOR AGRIBIZ LTD.
We all have something to contribute.

- CONTINUOUS EDUCATION IS THE MINIMUM REQUIREMENT FOR SUCCESS IN THIS MILLENNIUM.

- ALTHOUGH IT DOES NOT GUARANTEE SUCCESS, LACK OF IT GUARANTEES FAILURE.

- PERFORMANCE = (INNATE ABILITY + ACQUIRED ABILITY) ATTITUDE.

- LUCK IS WHEN OPPORTUNITY MEETS WITH PREPARATION.

- MAN IS A PRODUCT OF HIS NATURE AND NURTURE.
The three most harmful addictions are heroin, carbohydrates, and a monthly salary.

NASSIM NICHOLAS TALEB
New businesses must be established, and consequently numerous entrepreneurs are needed to establish and operate these businesses.

Hence it is important to understand the driving force behind entrepreneurs, and also to examine the possibility that these skills may be acquired.
What is Entrepreneurship?

The word entrepreneur originates from the French word, **entreprendre**, which means "to undertake."

**Others:**

- one who organizes, manages, and assumes the risks of a business or enterprise. - *Merriam-Webster Dictionary*

- one who brings resources, labor, materials, and other assets into combinations that make their value greater than before. – *Economist*

- a person who is typically driven by certain forces. - *Psychologist*
Who is the Entrepreneur?

- Entrepreneur, one who assumes the responsibility and the risk for a business operation with the expectation of making a profit.

- The entrepreneur generally decides on the product, acquires the facilities, and brings together the labor force, capital, and production materials.

- If the business succeeds, the entrepreneur reaps the reward of profits; if it fails, he or she takes the loss.
Components of Entrepreneurship

- Very few entrepreneurs have all these qualities in even proportions. However, the more of these traits an entrepreneur has the better his performance will be.

- Also while some of the traits are innate, a number of them can be acquired through tutelage or experience.
Because of this, there are no hard and fast rules as to how one can become an entrepreneur. However, the less tangible components of these traits are described as the entrepreneur spirit.

The manifestation of this spirit may be illustrated by considering a research by Cox Business School in the US which captures the characteristics of successful entrepreneurs as follows:
Entrepreneur spirit

- Conceptual Ability
- Objective Approach
- Attraction to Challenges
- Reduced Need for Status
- Realistic Outlook
- Sense of Urgency
- Self-confidence
- Good health
- Describing with Numbers
- Emotional Stability
Left to right, **Eric Schmidt**, **Sergey Brin** and **Larry Page** of **Google**, which is cited as an example of entrepreneurship and **disruptive innovation**. As of the 2010s, Google is a huge corporation, but in the late 1990s, it started out as an entrepreneurial venture in a garage.
The Small Business Administration (SBA)

- The Small Business Administration (SBA) is a United States government agency that provides support to entrepreneurs and small businesses.

- The agency's activities are summarized as the "3 Cs" of - capital, - contracts and - counselling.

- SBA loans through: - banks, - credit unions and - other lenders.

- The SBA provides a government-backed guarantee on part of the loan.
Food

• Food is the beginning of wisdom. The first condition of putting anything into your head and heart, is to put something into your stomach.

• Ludwig Andreas Feuerbach (1804 - 1872)
• German philosopher.

• © 1993-2003 Microsoft Corporation. All rights reserved.
• **Animal protein and animal product:** processing to add value and increase shelf life of the various animal product. Such as.
  - MEAT, FISH, BEEF, PORK, POULTRY etc.
  - EGGS
  - MILK AND MILK PRODUCTS.
  - HIDES AND SKIN.
  - OTHERS.
FOOD PRESERVATION

• FOOD PRESERVATION Vis a Vis EPILEPTIC POWER SUPPLY.

• THE ACTIVE PORTION OF VALUE CHAIN EXPEcially in URBAN CENTERS IS DELIVERY OF READY TO EAT FOODS, SEMI-PROCCESS FOODS INGREDIENTS AND OTHER INTERMIDATES

• THE ONLINE BUSINESS FOR ALL FORM OF PRODUCT INCLUDING APPLIANCE IS BOOMING.

• THE LIST OF PARTICIPANT IN THE BUSINESS IS GROWING DAILY.
No time to cook?
Let’s deliver a fresh pot of soup to your doorstep

OVER 40 SOUP VARIETIES
A+ HYGIENE
FREE DELIVERY

JUST CLICK
www.ibomsoups.com
OR CALL
306 130 0535 or 0809 551 0414
ONLINE BUSINESS FOR FOOD BUSINESSES

- www.gloo.com.ng
- www.supermart.com.ng
- www.mile12plus.com
- www.hellofood.com
- www.forfoodonly.com
- www.dealday.com
- www.jumia.com
- And others.
Agribusiness

• Before oil was discovered, agriculture in Nigeria was booming, that was the gold we had.
  • Nigeria GDP was 13% in the 80’s with agriculture export but now < 8%

• Before the civil war in Nigeria, our country had more than enough food to take care of its citizen

• Even though over 70% of our land is arable, Nigerian youths are not encouraged to see farming as business.

• The culture of wealth sharing without wealth creation gave rise to income inequalities
Secrete of Agribusiness

- Understand farming is a business.
- Farm produce will always be of high demand.
- Nigerian population is increasing at alarming rate
- Governments are now aware of the importance of agriculture.
- Most people are yet to discover the great potential in agribusiness.
Opportunities for Agri-Entrepreneurship

- Primary sector of our economy is Agriculture.
- It has backward and forward linkages with secondary & tertiary sector.
- Secondary sector involved in production, manufacturing, fabrication, construction etc.
- to facilitate operations of other two sectors. Tertiary sector provides infrastructural support
- The share of agriculture in the total value added to the economy, is still quite high. This implies that agriculture is likely to remain a priority, both for policy makers as well as businesses
## Opportunities for Agri-Entrepreneurship

<table>
<thead>
<tr>
<th>Food grains/oilseeds/pulses</th>
<th>Dairy &amp; Animal Husbandry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetables</td>
<td>Fish farming</td>
</tr>
<tr>
<td>Fruits</td>
<td>Grading</td>
</tr>
<tr>
<td>Green House</td>
<td>Seed Processing</td>
</tr>
<tr>
<td>Herbal Plantation</td>
<td>Food processing</td>
</tr>
<tr>
<td>Agro Forestry</td>
<td>Cold storage</td>
</tr>
<tr>
<td>Floriculture</td>
<td>Value addition</td>
</tr>
<tr>
<td>Organic farming</td>
<td>Logistic</td>
</tr>
<tr>
<td>Poultry</td>
<td>Herbal produce cleaning,</td>
</tr>
<tr>
<td>Livestock feed production</td>
<td>Agri-Consultancy</td>
</tr>
</tbody>
</table>
Opportunities for Agri-Entrepreneurship

<table>
<thead>
<tr>
<th>Activity</th>
<th>Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agro Tourism</td>
<td>Organic Fertilizers</td>
</tr>
<tr>
<td>Landscaping</td>
<td>Natural Dyes / Color</td>
</tr>
<tr>
<td>Farm equipment manufacturing / repairing</td>
<td>Custom hiring of agri machinery</td>
</tr>
<tr>
<td>Snail farming / rabbit farming / Grass cutter farming / Bee Keeping and implements</td>
<td>Seed Processing Hydropponics – growing plants in water</td>
</tr>
<tr>
<td>Waste land plantation: Salicornia, Jatropha (for Bio fuel), Aloevera, Tree Planting Service, Lawn Care Service, Lawn Sprinkler Systems</td>
<td></td>
</tr>
</tbody>
</table>
If Poultry, what aspect of poultry farming will you love to start?

• Broilers breeding
• Layers breeding.
• Poultry feed production.
• Poultry equipment manufacturing.
• Poultry consultancy.
Investment Opportunities in Fish Farming

- Table fish Production
- Fingerlings Production
- Fish Feed Production
- Brood stock Production
- Integrated Fish Farming (Crops/Livestock)
- Ornamental Fish farming and Aquarium construction
- Shrimp, Crab, Oyster farming
- Pen and Cage Fish farming
- Fish Processing/Value added fish products
- Fiberglass Tank Production
1. At Farm Level:
   - Production of agriculture produce by making best use of the technology, resources and demand in the market.

2. As Service Providers:
   - These include:
     - the input procurement and distribution,
     - hiring of implements and equipment like tractors, seed drills, sprayers, harvesters, threshers, dryers and
     - technical services such as installation of irrigation facilities, weed control, plant protection, harvesting, threshing, transportation, storage, etc.
Challenges of Agri-Entrepreneurship

- Implementation constraints of policies promoting entrepreneurship
- Simplification of process
- Removal of process bottlenecks
- Sensitization of implementing officers in field/front offices
- Lack of incubation system for entrepreneurship
- Risk mitigation or start-ups

- Adoption of SBA
Role for Research and Training Institutes

- To Identify problems and constraints facing agri-rural sector.
- To provide affordable, appropriate solutions backed by research.
- To do testing and standardization.
- To make technologies available to the potential entrepreneur at reasonable rate for public good.
Role of ICT in agripreneurship

- Agripreneurs can develop media content regarding gaps, products/services, recent developments etc. on web/mobile based platforms to provide better services to their customers.

- Networking through ICT can help expanding business beyond geographical boundaries.
The best way to predict the future is to create it.” - Peter Drucker

“Winners never quit and quitters never win.” - Vince Lombardi

Don’t let the noise of other’s opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.” –

“My biggest motivation? Just to keep challenging myself. I see life almost like one long University education that I never had — everyday I’m learning something new.”
• “Every time you state what you want or believe, you’re the first to hear it. It’s a message to both you and others about what you think is possible. Don’t put a ceiling on yourself.” - Oprah Winfrey

• “It’s fine to celebrate success but it is more important to heed the lessons of failure.” - Bill Gates

• “It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.” - Warren Buffett

• “One of the huge mistakes people make is that they try to force an interest on themselves. You don’t choose your passions; your passions choose you.” - Jeff Bezos
THANK YOU.

THANK YOU.