

AZADI FARM

Lot 67/84 Kuru Kururu Backlands
Contact: (592) 662-5599/(592) 623-9667



Project Summary Outline

The Executive Summary

Azadi Farm (AF) is a visionary agricultural project aimed at addressing the issue of food security in Guyana. With a focus on both eggs and meat production, AF intends to provide sustainable and diverse food sources to meet the growing demand locally and internationally. In addition to this, our company is poised to establish and operate a state-of-the-art coal farm . Leveraging Guyana's rich coal reserves, advanced technologies, and sustainable practices, we aim to become a leading producer of high-quality coal products for domestic and international markets.

Azadi Farm is committed to addressing food security and the energy sector in Guyana by focusing on egg/meat production, cash crop production and coal production. Through sustainable farming practices, community engagement, and economic growth, AF aims to be a catalyst for positive change in the region. We are seeking partnerships, funding, and support to bring this transformative project to fruition and create a sustainable future for Guyana.

The crop and poultry farming sector in Guyana holds promising opportunities due to favourable climate conditions, increasing demand for organic and locally sourced products, and government support. By understanding the target market, effectively differentiating from competitors, and implementing innovative marketing strategies, a crop and poultry farm in Guyana can establish a strong presence and meet the growing demand for sustainable and high-quality agricultural products. Furthermore, coal production in Guyana has the potential to

contribute to energy security, economic development, export earnings, industrial growth, and strategic positioning, making it an important resource for the country's future development. With increasing global demand for coal as an energy source and industrial raw material, there's a significant opportunity to capitalize on this resource.

By implementing a strong pricing strategy, an effective sales and marketing plan, and proactive risk mitigation strategies, Azadi Farm aims to gain a competitive edge in Guyana's market. The farm's focus on quality, sustainability, and customer relationships will help it establish itself as a preferred choice for consumers while ensuring long-term success and profitability.

Goals/Objectives:

- **Coal Production:** Plays a role in the transition to cleaner energy sources by providing a reliable and affordable energy source while renewable energy infrastructure is developed. Furthermore, developing domestic coal production strengthens the country's energy independence and resilience against external disruptions in energy supply.
- **Egg Production:** AF places a strong emphasis on egg production as it is an affordable and highly nutritious food source. We will employ modern and environmentally friendly methods to raise a large number of laying hens, ensuring a consistent supply of fresh and high-quality eggs to the market. We will prioritise animal welfare and hygiene standards to ensure eggs meet the highest quality and safety standards.
- **Meat Production:** In addition to coal and egg production, AF recognizes the demand for meat as a protein source. We plan to establish a sustainable meat production system, focusing on poultry and other livestock such as goats, sheep and cows. These animals will be raised using organic feed and free-range methods, ensuring the highest quality and environmentally friendly meat production.
- **Cash Crop Production:** AF also aims to produce high-quality cash crops in an eco-friendly environment. Our aim is to accomplish this by implementing sustainable farming practices that promote the health and well-being of both our crops and the surrounding ecosystem.

- **Impact on Food Security:** By focusing on eggs, meat and crop production, AF aims to make a significant contribution to food security in Guyana. The farm's operations will provide a consistent source of affordable protein to meet the nutritional needs of the local population. Additionally, AF aims to partner with the government and local organizations to promote education and awareness about sustainable farming practices, food nutrition, and its impact on food security.
- **Sustainability and Environmental Responsibility:** AF recognizes the importance of sustainability and environmental stewardship. Our farm will implement renewable energy sources, efficient waste management systems, and water-conservation practices to minimize our environmental footprint. These sustainable practices will not only benefit the environment but also improve the long-term viability and profitability of the farm.
- **Community Engagement and Economic Growth:** AF is committed to engaging with the local community and creating economic opportunities. Through employment generation and partnerships with local organizations, the farm aims to empower and uplift the surrounding communities. The project will also contribute to the local economy, as increased food production will create a positive ripple effect throughout the value chain.

Mission

The primary objective of AF is to contribute to food and energy security in Guyana by establishing a sustainable and scalable farming operation that focuses on coal, egg/meat production and cash crop cultivation. By integrating technology, efficient farming practices, and promoting environmental sustainability, AF aims to provide a reliable source of high-quality protein to meet the needs of the local population.

Key to Success

Azadi Farm will prioritize the following principles in order to achieve success in its market:

- Sustainable agriculture practices that minimize environmental impact.

- Ensure the highest standards of animal welfare for its poultry and livestock, providing a healthy and stress-free environment through spacious housing, natural lighting, and proper nutrition.
- prioritize the production of high-quality products, ensuring that eggs, meat, and crops meet or exceed industry standards.
- Will actively source inputs and supplies from local suppliers and support the local community by creating job opportunities and collaborating with local businesses.
- staying updated on the latest industry practices, investing in research and development, and implementing innovative technologies to enhance efficiency, productivity, and sustainability.

Start-up Summary

Note these assets already exist on the farm:

Items/Quantity	Cost (GYD)
E-networks	24,000; \$6000 monthly.
Land	Yearly lease \$2000.
Buildings: Two external concrete toilets and baths/ septic tanks Three 2 storey farmhouses One 220ft length x 30ft width x 18ft height chicken pen. One 300 ft length x 40ft width x 18ft height One 400 ft length x 30 ft width x 18ft height Two 140 ft submersible wells	\$250,000 \$9,000,000 \$12,000,000 \$17,000,000 \$20,000,000 \$5,000,000
One Model M Bedford truck One Canter Truck One mini Backhoe One Hilux pickup extended cab One Landcruiser 105 series One Rav 4, all-wheel drive	\$3,000,000 \$4,000,000 \$2,000,000 \$4,000,000 \$15,000,000 \$3,000,000

Assorted tools: chainsaws, brush cutters, shovels, generators etc.	\$2,000,000
Feeders and waterers	\$1,000,000
Egg trays	\$20,000
Lighting systems	\$1,800,000
TOTAL	\$99,102,000.

The presentation of the company

Company ownership:

AF is a family-owned business, owned by five individuals, namely Mustapha Muhammad Abdul Kadir, Mustapha Yusuf Abdul Kadir, Nafisah Janan Abdul Kadir, Fatima Halimah Abdul Kadir and Shireen Leacock. The family's shared values and dedication to the success of the business are key driving forces behind AF's growth and operation. With a collective vision for a sustainable future the owners work in partnership, with the CEO, Mustapha Muhammad Abdul Kadir having the major share and the other part owners having a small percentage.

Location and facilities:

Azadi Farm is located on 20 acres lot 67/84 Kuru Kururu Backlands, Soesdyke-Linden Highway. Kuru Kururu is the first and largest village in that region. It is situated approximately 38 km south of Georgetown, Guyana's Capital City and 73.2 km from the mining town of Linden. 8.6% of the occupants of this village are involved in the agricultural industry.

Management team:

- Mustapha Muhammad Abdul Kadir: Holder of a Bachelor of Social Science (Public Management), Former manager of Guyana Revenue Authority, CEO of AF.

- Mustapha Yusuf Abdul Kadir: Former student of St. Stanislaus College, with passes in 11 subjects and Farm manager/bookkeeper of AF.
- Nafisah Janan Abdul Kadir: Holder of a Bachelor of Social Science (Social Work), Guidance and counselling officer at Good Hope Secondary School and Associate Deputy Administrative Officer of AF.
- Fatima Halimah Abdul Kadir: Holder of a Bachelor of Science (Biology), part-time employee at the Ministry of Education, Examinations Division and Administrative Officer of AF.
- Shireen Leacock: Pursuing a Diploma in Marketing at the University of Guyana and Marketing Officer of AF.

The products and services section:

Coal-Conversion of felling trees to charcoal:

From land clearing activities we would like to utilize all felling trees for charcoal production.

This phase should last for approximately one to five years.

Char Coal production: Developing a domestic coal production industry could enhance Guyana's energy security by diversifying its energy sources, it can stimulate economic growth by creating jobs, generating revenue through taxes and royalties, and attracting investment in infrastructure and related industries. In addition to this exporting coal products to international markets could generate foreign exchange earnings, support economic development efforts, and contribute to trade balance improvements.

Meat birds- every 8 weeks approximately 40,000 birds will be reared and processed.

Layers- 6000 layers will be reared, approximately producing after 5 months, 150-190 trays per day.

Permanent crops- approximately 2000 citrus plants orange, lime, lemon, tangerine and 2000 suckers of banana and plantain, guava, soursop etc.

Land- 20 acres.

The poultry and crop production sector has shown significant growth and has observed an increasing demand in recent years, both domestically and internationally.

Poultry Production: Poultry production in Guyana has experienced steady growth due to increased consumer demand for chicken meat and eggs. The country has a well-established poultry industry that consists of both large-scale commercial farms and small-scale backyard operations. The industry has seen investments in modern infrastructure, improved production techniques, and breeding of high-quality poultry breeds. The government has also supported the sector by providing incentives and subsidies to poultry farmers.

Crop Production: Crop production in Guyana is an essential part of the agricultural sector and contributes significantly to the country's economy. The major crops grown in Guyana include rice, sugar cane, fruits, vegetables, and other staple crops such as cassava and corn. Guyana is known for its vast agricultural land and fertile soil, which makes it suitable for large-scale farming. The government has implemented policies to promote agricultural development and increase crop yields, including providing access to agricultural inputs, financing, and technology transfer.

Demand for Poultry and Crops: The demand for poultry and crops in Guyana has been steadily increasing, driven by population growth, urbanization, and changing dietary preferences. The country's growing middle class and rising incomes have led to a higher consumption of chicken meat and eggs, resulting in increased demand for poultry products. Additionally, there is a growing demand for locally produced crops, especially organic and pesticide-free produce, as consumers are becoming more health-conscious and environmentally aware.

Market Opportunities: With the rising demand for energy security, poultry and crops in Guyana, there are several market opportunities for Azadi Farm to tap into. By adopting sustainable farming practices and ensuring high-quality production, Azadi Farm can position itself as a trusted and reliable supplier in the market. There is also a potential for value-added products such as organic eggs, free-range chicken, and speciality crops to cater to the niche and premium market segments. Collaborations with local retailers, restaurants, and hotels can help Azadi Farm establish a strong presence and expand its customer base. Additionally,

exploring export opportunities to regional and international markets can further contribute to the growth and success of the farm.

The market analysis:

Azadi Farm will capitalize on the country's agricultural potential and meet the growing demand for locally sourced produce and poultry products. This marketing analysis aims to provide insights into the opportunities, target market, competition, and marketing strategies for a coal, crop and poultry farm in Guyana.

Opportunities:

1. Favorable climate and soil conditions: Guyana's tropical climate and fertile soils offer ideal conditions for agricultural production, allowing for year-round cultivation and high crop yields.
2. Increasing demand for organic and locally sourced products: Consumers worldwide are progressively seeking healthier and sustainable food options, which presents a lucrative opportunity for Azadi Farm to offer organic, chemical-free, and locally produced products.
3. Government support: The government of Guyana has been actively promoting agricultural development and provides various incentives, such as tax breaks and subsidies, to support local farmers and increase agricultural productivity.

Target Market:

1. Retail and wholesale customers: Azadi Farm aims to target both retail customers through farmers' markets, grocery stores, and online platforms, as well as wholesale customers such as restaurants, hotels, and institutions.
2. Health-conscious consumers: With the increasing awareness of the importance of healthy and organic food, there is a growing segment of consumers looking for chemical-free and sustainably sourced crops and poultry products.

3. Export markets: Guyana's agricultural products have export potential to countries like the Caribbean nations and North America. Targeting these markets can be a profitable opportunity for Azadi Farm.

Competition:

1. Existing farms: There are already established crop and poultry farms in Guyana that cater to the local market demand. However, Azadi Farm aims to understand their offerings, pricing strategies, and market positioning to effectively formulate appropriate competitive strategies.

2. Imported products: Imported crops and poultry products pose competition to local producers. Utilizing the 'buy local' sentiment and emphasizing Azadi farm's quality, freshness, and sustainability can help counter this competition.

Marketing Strategies:

1. Branding and differentiation: Azadi Farm will create a unique brand that emphasizes the farm's commitment to sustainability, organic practices, and local sourcing. In addition to this, we will differentiate the farm by highlighting the quality, freshness, and nutritional value of its products.

2. Online presence: AF will develop a user-friendly website and utilize social media platforms to showcase the farm's products, share insights on sustainable farming practices, and engage with customers.

3. Collaboration with local businesses: Collaborating with local restaurants, grocery stores, and other retail outlets is of utmost importance to AF since it will help us to reach a wider customer base and build strong partnerships within the local community.

4. Educational initiatives: AF will also conduct workshops, farm tours, and educational programs to create awareness about sustainable farming practices, organic food, and the benefits of supporting local agriculture.

5. Export expansion: A primary goal of AF is to explore opportunities to expand into export markets, adhere to international quality and safety standards, utilize trade fairs, industry events, and business networks to establish business relationships with potential international buyers.

The strategy section

Azadi Farm aims to gain a competitive edge in Guyana's market by implementing a comprehensive strategy that includes price management, sales and marketing plans, and risk mitigation strategies.

Price Strategy:

To gain a competitive advantage, Azadi Farm will implement a competitive pricing strategy. This strategy involves offering products at a reasonable and competitive price while ensuring profitability. The farm will conduct a thorough analysis of market prices and production costs to determine the optimal pricing strategy. By offering high-quality poultry and crops at competitive prices, AF aims to attract and retain customers while maximizing revenue.

Sales and Marketing Plan:

To effectively reach the target market and promote Azadi Farm, a comprehensive sales and marketing plan will be implemented. The plan will include the following key elements:

1. **Establishing Strong Distribution Channels:** AF will collaborate with local distributors and retailers to ensure wide availability of its products throughout Guyana. Building strong relationships with these channel partners will help the farm reach a larger customer base.
2. **Building Brand Awareness:** AF will invest in marketing efforts to establish brand recognition and increase awareness among consumers. This will include online marketing campaigns, social media presence, and participation in local agricultural events and trade shows.
3. **Developing Customer Relationships:** Azadi Farm will focus on building strong relationships with customers through excellent customer service, engaging loyalty programs, and personalized communication. This will help in creating a loyal customer base and attracting repeat business.

4. Promoting Sustainable and Healthy Farming Practices: Emphasizing sustainable farming practices and highlighting the farm's commitment to providing healthy and organic products will be a key part of the marketing strategy. This will resonate with consumers who are increasingly conscious of their food choices.

5. Recycling of waste as fertilizer.

Risks and Mitigants:

While implementing the strategy, Azadi Farm will also identify and address potential risks to ensure business continuity. Some potential risks and the corresponding mitigants include:

1. Weather-related Risks: Adverse weather conditions can impact crop yield and poultry production. Azadi will implement effective risk management strategies such as investing in infrastructure to protect crops and poultry from extreme weather events and maintaining backup power sources for uninterrupted operations.

2. Disease Outbreaks: Poultry farms face the risk of disease outbreaks that can impact productivity and reputation. Azadi will implement strict biosecurity measures, regular health check-ups, and vaccination protocols to minimize the risk of disease outbreaks.

3. Land Degradation: Coal mining may lead to land degradation. Implementing land reclamation and rehabilitation measures, such as revegetation and contouring, to restore mined areas can mitigate land degradation.

4. Air & water: Monitoring air and water quality to protect the health of workers and nearby residents.

5. Market Fluctuations: Market prices for poultry and crops can be volatile. Azadi will closely monitor market trends and diversify its product offerings to align with market demand.

Building strong supplier relationships and maintaining cost-efficient operations will also help mitigate market fluctuations.

Waste management:

1. Poultry Waste:

- Manure: Generated from poultry droppings, rich in nitrogen and phosphorus used as fertilizer for crops.
- Feathers: Byproduct of poultry processing, often disposed of or repurposed for composting.
- Mortalities: Dead birds which need appropriate disposal methods to prevent disease spread, disposed through burial.

2. Crop Waste:

- Stalks and Residue: Leftover plant material from harvested crops, can be composted or plowed back into the soil.
- Unmarketable Produce: Crops that don't meet market standards, either composted, used for animal feed, or for biofuel production.

3. Land Clearing Waste:

- Fell trees from land clearing practices will be re-used in coal production.

4. Water Waste:

- Wastewater generated from cleaning and processing activities in both poultry and coal farming. Treated wastewater will be reused for irrigation in agricultural fields, especially for non-edible crops.

The operation section

1. Farm Manager/ CEO (2): Responsible for overall management and operations of the farm including crop production, egg production, and meat production.

2. Agronomist (1): In charge of overseeing crop production and optimizing crop yields.
3. Livestock Manager (1): Responsible for managing the egg and meat production of the farm. This includes overseeing the health and welfare of the poultry, breeding programs, and ensuring optimal productivity.
4. Farm Workers (8): Engaged in day-to-day operations such as planting and harvesting crops, feeding and caring for poultry, and maintaining farm infrastructure.
5. Veterinary Technician (1): Supports the health and well-being of the livestock through regular check-ups, vaccinations, and treatment of any illnesses or injuries.
6. Administrative Officer(s) (2): Assisting with financial management, coordinating with external parties and managing farm records and documentation.
7. Marketing Officer (1): Developing and implementing marketing strategies to promote farm products.
8. Security (3): Ensuring the safety and security of the farm premises, equipment, and livestock.

Recruitment Plan:

1. Job Advertisements: Advertise available positions on local job boards, agricultural websites, and social media platforms.
2. Local Networking: Connect with local agricultural schools, organizations, and community groups to find potential candidates.
3. Employee Referrals: Encourage current employees to refer qualified candidates for open positions.

4. Internship Programs: Collaborate with local educational institutions to offer internships or apprenticeships. This provides an opportunity to identify and train potential full-time employees.

5. Training and Development: Provide comprehensive training programs for new hires to ensure they are equipped with the necessary skills and knowledge for their respective roles. Continuously invest in training and development opportunities to enhance the skills of existing staff.

Name of Project: Azadi Farms.

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