



Training Curriculum

INVESTORS

2022/2023

SOILLESS FARM LAB

Technology | Business | Opportunities

Advanced Boot camp Training

This is a class for those who wish to invest in the CSA value chain – we cover the technical, market and also help with developing business strategy for the farm. We support during the farm setup (a different fee) and provide consultancy for the first 6 months (starts from the training day). We provide guidance in hiring staff, management of farms and sales of produce from the farm. The fee for this is ten million naira only (**#10,000,000.00**). Below is the syllabus;

Greenhouse Business Planning: Covers basic requirements for development of a business plan for a new greenhouse or hydroponic enterprise

- Site selection (minimum characteristics, utilities, climate, etc.)
- Marketing plan
- General system design
- General ROI study
- Quality assurance
- Production plan
- IT requirements
- New greenhouse investment and technology considerations
- Understanding the principles of controlled production systems
- Using correct strategies and technologies to manage greenhouse climates and irrigation
- Understanding plant growing requirements and plant production techniques
- Developing new strategies for plant protection and integrated pest & disease management
- Understanding plant nutrition and Fertigation programs
- Identifying the risks and opportunities of climate change

Crop production, marketing and financial considerations

- Crop control & maintenance
- Handling plants growing in control environment.
- Support and trellises
- Scouting and observations
- IPM- Pest management
- Plants nutrients deficiencies symptoms.

Market analysis

- Parameters to consider that influence crop selection.
- Choosing cultivar/variety.
- Timing.
- Pricing.
- Transport.
- Packaging.

Market segment and financial considerations

- Fresh vegetables.
- Leafy crops.
- Cut flowers.
- Seedlings production.

Business strategy

- Wholesale versus retail markets for your produce
- Understanding true potential market size
- Crop choice - what will you grow, and why?
- Locating your farm, and the implications

Marketing & sales

- Identifying your target customer
- How to effectively market across different channels
- What are the most optimal distribution channels for your farm?
- Packaging, shipping, and delivery logistics

Building your farm

- Urban farm case studies from around the world
- What scale makes sense?
- Should you build a vertical farm or greenhouse?
- Designing flexibly from a grower's perspective
- Designing for biosecurity and hygiene protocols
- Designing your farm layout for labor optimization

Managing labor

- Properly segment your labor force
- Strategies for hiring labor - highly trained vs. low skilled
- Creating quality and process control
- How do hiring practices change as you scale your business?

Financial model & business plan

- Effective financial models for urban farming
- Understanding revenue, and the true yield of your farm
- Key capital expenditures
- Key operating cost components, including labor, rent, and utilities
- Business plan
- Farm setup