



## Program Overview

Food scarcity is not a new phenomenon. Food imports into Africa since 2014 have been estimated to be USD 50 Billion. Poor utilization of available arable land fit for agricultural production, post-harvest losses estimated to be at 40%, declining productivity, farm degradation and poor production management are all challenges that investors in agribusiness are faced with.

Other key challenges investors face include difficulty in marketing their produce, managing their farms while working in the city, evaluating viable agribusiness enterprises to venture in, accessing funding from financiers to fund their agribusiness ventures and falling prey to "fake" consultants that result in huge investment losses.

The Investing in Agribusiness Primary Production Program will seek to explore various ways of creating wealth in agricultural production, addressing the various challenges that face primary production investors, accesses to financing as well as routes to markets.

The program is designed to help potential investors develop the right agribusiness investment ideas, equip themselves with research skills in a dynamic sector, develop viable business plans and manage their farm working capital.

## Who Should Attend?

This program is designed for existing agribusiness entrepreneurs as well as new investors looking to venture into agribusiness production.

This program seeks to explore various ways of creating wealth in agricultural production, addressing the various challenges that face the production value chain.

## Program Delivery

The program will be delivered in two modules that will incorporate a mixture of class sessions and farm visits. In addition, the program will seek to expose the participants to successful entrepreneurs in the production field as well as experts in the financing field and potential buyers.



## Key Benefits

Participants will be able to:

- Develop a fundable agribusiness plan.
- Get access to funding from transnational bank as low as 6% (Terms and conditions apply).
- Develop your venture's business model.
- Know the factors to consider in selecting a farming enterprise.
- Understand how to hedge risks in agribusiness.
- Draw on successful models from across the industry.
- Understand market dynamics in agribusiness.
- Get an opportunity to network with top agribusiness entrepreneurs in the various sectors.

## Key Focus Areas

- Labor Management
- Farm Layout design and management
- Structuring your finances
- Production Planning and Management
- Opportunities in Agribusiness production
- Successful Contract Production: production perspective
- Successful Contract production: Buyers perspective
- Business modeling and Strategy Formation
- Opportunity Analysis
- Fundable agribusiness business plans
- Hedging Risk in Agribusiness
- Route to Market: Local sales & contract Farming

## Core Faculty



Mr. Peter Muthee

Mr. Peter Muthee is the Managing Director of Latia Resource Center. Latia Resource Center is a not for profit Kenyan organisation whose mission is to empower small and medium agribusiness enterprises by providing hands-on training, on-the-ground demonstration, outreach and technical assistance to stimulate entrepreneurship and sustainable economic growth. Mr. Muthee has 15 years of experience in Kenyan agriculture and agribusiness sectors both in the private as well as in NGO sectors. He started his career as farm manager and over the years rose to senior management in the vegetables and flower export sectors.

He also worked for several years with large NGOs as an expert in developing programs for agriculture and agribusiness.

Peter is a graduate of Egerton and Moi Universities where he studied agriculture and finance. Peter is also a professional farmer and is currently pursuing his business interests at Latia Farm.

## Other Facilitators

- Bank credit managers
- Successful Agri- entrepreneurs

## Cost

Investment: Ksh 82,500 for both modules (payment modalities 3/4 before module one 1/4 before module two)

## Contacts

For more information on the program, contact Peter Kibe on [pkibe@strathmore.edu](mailto:pkibe@strathmore.edu) or call +254 (0) 739 149 151.



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