

Agriculture, the new “oil” in Cameroon



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What is agriculture



- ❧ Agriculture is the art and Science of growing crops and raising of animals, fungi and other life forms for food fibers, biofuel or for medicinal purpose.
- ❧ Agriculture sustain and enhance human life

The facts

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- ☞ Cameroon is the 117th largest export economy in the world and the 118th most complex economy according to Economy complexity index(ECI)
 - ☞ In 2013, Cameroon exported \$4.57B and imported \$7.51B resulting in a negative trade balance of \$2.94B
 - ☞ Of this figure, 752 million was agro products mainly cocoa and banana(about 10%)

The facts

- ❧ Cameroon imports basic agro products like corn, rice, vegetable oils, fish, meat etc
- ❧ During the last five years the export of Cameroon has decreases to an annualize rate of -4.8% from \$5.82B in 2008 to \$4.57B in 2013.

The facts

- ❧ the most recent export are lead by crude petroleum which represents 42.5% followed by cocoa which account for 9.5%
- ❧ The price of oil is under gravity in the world market, leading to further fall in our export thereby worsening the already bad and complex economy

5 reasons to go in to agriculture

Why agriculture is the “new oil”

Diverse career selection



- ❧ Agriculture is not only about growing plants
- ❧ The diverse careers available to aspiring professionals are often glossed over
- ❧ Your role doesn't need to be on a farm and for most people it isn't
- ❧ There is an incredible variety of options for recent graduates and professionals

❧ Marketing and advertising

❧ Scientist and researchers

❧ Agro economist

❧ Soil chemist

❧ Sale professionals

❧ Engineers

❧ Logistics and supply chain
management

The fertile and available land

- ❧ Camerron has very large expenses of fertile farmlands laying fallow for nothing
- ❧ This unused fertile lands will favour the growth of almost any crop we need

A growing industry



According to crop life Canada, expected food demand are expected to swell by at least 70% by 2050

The world population is expected to reach 10 billion by 2050



☞ Cameroon has a huge population of over 20 million people who depends on staple food produced from farms and farms produces for their sustenance

☞ more than 80% of Cameroonians buy their produce from the markets



❧ There will never be a day that your product will not sell in the market

❧ I can assure you that the price of agro product will never fall like that of oil



☞ Cameroonians have a very high purchasing powers we pay cash for our food and spend on parties without reservations

Government support



- ❧ The government is seriously turning its attention to farming to help boost food production and minimize food importation
- ❧ The government is ready to assist any would-be farming entrepreneur or investor with the necessary support and logistic

Sustainability at the core



∞ Agriculture is that business line with almost no risk and it constitute a great inheritance for your posterity



Case studies

Cassava farming



∞ Cassava feeds over a billion people world wide and does well in all type of soils from fertile to fairly fertile (Edison *et al.*, 2000)

☞ In the year 2000 in the Bamenda main market, I bought 6 cup of garri for 100frs

☞ A cup of garri cost about 75FCFA today this is over 400% rise in price as compared to the price 15 years ago

☞ Think about what will happen in the next 15 years



- ❧ With recent development of high yielding cassava variety,
- ❧ An acre of cassava when properly manage can make you a millionaire within a snap of a finger

Corn farming



- ❧ This Country is unable to produce corn to feed its growing population
- ❧ Brewery industries import thousands of tons yearly which still does not meet the increasing demand.



❧ A steady large scale production of corn will make anybody a millionaire within 150 days due to it short growth cycle and off season planting can change your story in a matter of month

Palm oil



Otherwise referred to as ‘red gold’ among connoisseurs is a sure and reliable way to stroll into a comfortable millions.

❧ This plant may take some 4-5 years to start producing the nuts but once it starts, for decades the millions will flow non stop following

❧ The heavy demands from soap factories, local consumers, vegetable oil producers etc will ensure constant inflow of millions in to your account



- ❧ CDC and Pamol PLC, Herakles farms and the rest are unable to meet the huge demand resulting in palm oil mafia with yearly shortages and price increase.
- ❧ With your oil palm plantation, you are the CEO of your own (SONARA) oil company, more expensive than petrol and gas

Poultry farming

- ❧ Every one knows how “cashy” this business is thought there is chronic shortage to the point that thousands of tons are imported into this country every year,
- ❧ Am yet to see a standard poultry producing eggs and meat in large scale

❧ These are ventures that with 500 birds (layers) you could have 750 eggs daily (25 trays) about 50000FCFA daily from just the sale of eggs

❧ you run into million every month besides the sale of the meat which is often in high demand in hotels and restaurants

Billions?



Who is the richest Billionaire in Cameroon and what is his business line?

Billions???



☞ With agriculture, you are the Boss

☞ Become the next Agri-millionaire



Thanks
for
Listening