

## **BUSINESS PLAN: Mass Production of Premium Date Palm Planting Materials**

### **1. Executive Summary**

The premium Date Palm Propagation Project seeks to transform Africa's date industry by addressing one of its greatest challenges-the shortage of reliable high-quality planting materials.

Our team already operates a functional tissue culture laboratory and nursery, providing a solid foundation for success. With targeted up-grades and expansion, we are positioned to scale into a scale of the-art facility capable of producing up to 500,000 disease-free genetically uniform seedlings annually within five years.

This initiative combines proven expertise with visionary growth, ensuring a consistent supply of premium seedlings for farmers, commercial plantations, governments and NGOs. With rising domestic demands and initiative expert opportunities in the Middle East, the project represents a low-risk, high-impact agribusiness investment.

By scaling up our operation, we will not only meet the regions urgent need for reliable planting materials but also unlock new income opportunities, strengthen food security, and drive long-term economic growth.

### **2. Business Overview**

We currently manage a working tissue culture laboratory and nursery, seedlings at a modest scale. The project's objective is to up-grade equipment, expand greenhouse capacity, and strengthen technical operations in order to meet rising market demand.

With these improvements, we will establish ourselves as the leading source of premium date palm seedlings in Africa, bridging the supply gap and enabling sustainable orchard development.

### **3. Market Opportunity**

#### **Global market**

- The global date market is valued at over \$20, billion, with consistent or steady annual growth.
- Middle East and North Africa remain dominant producers, but Sub-Saharan Africa shows strong expansion potential.

#### **Regional market (Africa)**

- Nigeria, Ghana, Sudan and the Sahel Countries show increasing demand.
- A chronic shortage of quality seedlings limits orchard expansion and productivity.
- Importation of seedlings is expensive and unreliable, creating a strong case of local production.
- This project provides the solution: Mass local production of disease-free uniform seedlings that meet both domestic and international standards.

### **4. Product and Services**

#### **Core Products**

- Premium tissue-culture derived date palm seedlings ensuring uniformity, high yield and disease resistance.

#### **Additional Services**

- Orchard establishment and management consultancy
- Training programs for farmers cooperatives and extension officers.
- Contract propagation for governments, NGOs and commercial estates.

### **5. Technology and Operation**

The project will leverage our existing laboratory and nursery operations while introducing upgraded tissue culture equipment (bioreactors, sterilization systems, solar systems and climate control chambers).

- Reconstruct greenhouse and nursery capacity for acclimatization and hardening.
- Quality control protocols to ensure uniformity and disease-free materials.

## 6. Financial Projections

Year	Seedlings/Seedlets Produced	Unit cost(₦)	Revenue(₦)	Notes
1	–	–	–	Pilot Scale after upgrades
2	1,000-3,000 seedlets	5,000	5,000,000- 15,000,000	Seedling operations
3	10,000 seedlings	5,000	50,000,000	Break-even achieved
4	50,000	5,000	250,000,000	Increased efficiency and demand
5	300,000-500,000	5,000	1,500,000,000 - 2,500,000,000	Full capacity achieved

## 7. Funding Needs

We are seeking in funding to support upgrades and expansion. Allocation will be as follows:

- (i) Laboratory and technology upgrades
- (ii) Greenhouse and nursery rehabilitation
- (iii) Skilled staff recruitment
- (iv) Consult
- (v) Consumables and maintenance
- (vi) Marketing and operations

## 8. Call to Action

The Premium Date Palm Seedling Production Project is ready to scale a proven model into a regional power house.

We invite investors, governments and development partners to join us in building capacity for premium date production, enduring a steady supply of planting materials supporting farmers and unlocking new economic opportunities.