

# **BUSINESS PLAN FOR THE MASS PRODUCTION OF PREMIUM DATE PALM SEEDLINGS USING TISSUE CULTURE MULTIPLICATION TECHNIQUES.**

Description: Date palm is a dioecious species having male and female reproductive organ on separate trees and the sex cannot be distinguished till after some years of transplanting in the field. The quest for knowing the sex at early stage of development could solve management cost and time which is a long problem faced by the date farmers, and also how to get female planting material which bears the fruits.

## **Business overview:**

Tissue culture technique is new technology of producing clonal plant having true to type character. Also has a lot of economic advantage such as

1. True to type
2. Mass propagation
3. Establishment of genetic uniformity
4. All year round availability
5. Early maturity and
6. resistant to diseases

Annually about 80% of date fruits consumed in Nigeria are imported from neighboring countries, North Africa and the Middle East, despite the favorable climate, land availability, man power and two fruiting season scenario Nigeria has over the core producing countries.

## **Products:**

An invitro propagated female elite/premium date palm seedlings that has been acclimatized and already adaptable to our environment, will be provided in mass number for direct field planting at affordable price to the farmers.

## **Target marketers and Competitors:**

The mass produce tissue culture planting material will be available to big commercial farmers, local farmers, gardeners and processors of the Datepalm

products for value addition. The competition for the premium planting material will be address and supply will adequately be ensured.

**Vision future plan:**

Nigeria to be the leading supplier of tissue culture date palm seedlings.

**Pricing:**

The planting material will be available to farmers at very affordable price.