



INTRODUCTION TO PETA AGRO INITIATIVES

Peta Agro Initiatives

Who Are We

Peta Agro Initiatives is a group of Agricultural Consultants whose common vision is improved food security for ordinary Zimbabweans by ordinary Zimbabweans.

We believe that if every Zimbabwean contributes in one way or another towards farming, and goes even a little bit beyond sustenance, and actually ends up selling produce, we will achieve food security as a nation.

Our contribution to this effort is to equip farmers with the necessary knowledge on how to farm, how to add value, where to get finance and market information, and where necessary, put them into clusters from which they can produce standard products for resale and wherever possible, export.

This is the 52 topic course that has been designed for you over 2021 to 2022.

Peta Agro Initiatives 52 Agro Courses for 2021/22

All topics include a value addition section as we want to encourage farmers to go beyond just farming, but to get the most profit out of their produce.

Wk	Topic	Date	Wk	Topic	Date
1	Maize	01-Nov-21	27	Woodlots	2-May-22
2	Cotton	08-Nov-21	28	Vermiculture	9-May-22
3	Small Grains	15-Nov-21	29	Lettuce	16-May-22
4	Cabbages	22-Nov-21	30	Tomatoes	23-May-22
5	Watermelons	29-Nov-20	31	Wheat	30-May-22
6	Green Beans	06-Dec-21	32	Carrots	06-Jun-22
7	Butternuts	13-Dec-21	33	Beetroot	13-Jun-22
8	Soya Beans	20-Dec-21	34	Turkeys	20-Jun-22
9	Sugar Beans	27-Dec-21	35	Dogs	27-Jun-22
10	Sweet Potatoes	03-Jan-22	36	Tobacco	04-Jul-22
11	Sheep	10-Jan-22	37	Aquaculture	11-Jul-22
12	Road Runners	17-Jan-22	38	Apiculture	18-Jul-22
13	Broilers	24-Jan-22	39	Animal Feed Formulation	25-Jul-22
14	Layers	31-Jan-22	40	Orchards	01-Aug-22
15	Goats	07-Feb-22	41	Castor bean	08-Aug-22
16	Mushroom	14-Feb-22	42	Greenhouses	15-Aug-22
17	Garlic & Ginger	21-Feb-22	43	Irrigation systems	22-Aug-22
18	Onions & Shallots	28-Feb-22	44	Tea & Coffee	29-Aug-22
19	Peppers & Chillies	07-Mar-22	45	Maggot Production	05-Sep-22
20	Turmeric	14-Mar-22	46	Herbs	12-Sep-22
21	Cucumbers	21-Mar-22	47	Sugar Cane	19-Sep-22
22	Peas	28-Mar-22	48	Rabbits	26-Sep-22
23	Green Leafy Veggies	04-Apr-22	49	Pasture Plants	03-Oct-22
24	Cattle	11-Apr-22	50	Sunflower	10-Oct-22
25	Pigs	18-Apr-22	51	Floriculture	17-Oct-22
26	Strawberries	25-Apr-22	52	Hydroponics	24-Oct-22

Each of these topics will be covered during a 10 hour training course scheduled for Monday to Friday of the week on the calendar above, from 6pm to 8pm on a WhatsApp Group. We can also have physical trainings depending on the demand and the fees may be agreed upon from those interested.

The topics will be presented on by qualified and experienced speakers from various established brands such as Seedco, Syngenta, Grain Marketing Board, Ministry of Agriculture, Zimtrade, ForestryCommission, Profeeds, Irvines, Colcom, the Pig Industry Board, SPCA, Border Timbers, Lake Harvest, Cottco, Goat Breeders Association, Rabbit Producers Association, BancABC and so many more. We believe the value derived will be nothing short of excellent.

At the end of every training session, if there are enough interested parties, a joint project group will be put together to explore the possibilities of forming clusters around the topic of the week. These clusters will operate independently and Peta Agro Initiatives will provide all assistance needed to make sure that the group gets up and becomes functional and productive.

Certificates of attendance will be issued to participating members at the close of the classes.

Benefits of the Program

Participants will enjoy many benefits from being part of this 2021 Peta Agro Program as follows:

- Increased network
- Awareness of current methods of farming
- Learning to add value to your farm produce for improved profitability
- Knowing where to get the funding available targeting the various agro products
- Access to markets both local and international
- Entry into group projects if desired
- Becoming part of the solution for food security in Zimbabwe
- Commissions earned from referrals to add to your savings

What makes the Peta Agro Initiatives Training Different?

Ten excellent reasons to join Peta

1. Training is online. Learn on the go
2. Notes are available whenever you are ready to go through them
3. Sessions are presented by qualified and seasoned professionals from recognized institutions. Learn from authorities
4. The lessons are affordable, only US\$20 for an entire year of learning
5. You don't have to participate in everything. Choose your topics. Just keep an eye on the calendar and tune in for your chosen topics
6. Every Friday, the session covers areas of value addition, where to sell to (markets) and where to find funding that is targeting that farming activity. Financial institutions, ZIMTRADE and Marketing Boards will be present to give input
7. At the end of every training session, if there are enough interested parties, a joint project group will be put together to explore the possibilities of forming clusters around the topic of the week. These clusters will operate independently and Peta Agro Initiatives will provide all assistance needed to make sure that the group gets up and becomes functional and productive.

Certificates of attendance will be issued to participating members at the close of the 52 classes. The electronic certificate will be free while a printed, framed certificate will be at a separate charge of USD10.

An Example of How the Peta Training Can Change a Farmer's Life

Let's take as an example, a new backyard farmer, Farmer Newbie. She has \$62 at her disposal and wants to start a farming enterprise. (We will deal with an example of a seasoned farmer later).

She already has the following information which can be found for free on any farming group:

"Buy 25 broilers (\$20) with all their feed 10kg starter (\$6), 25 kg grower (\$12) & 50kg finisher (\$24) sell at \$5 each to get \$125."

That's a 100% gross profit right? (we have not counted labour, transport, electricity, litter and chemicals). So far so good.

However, when she comes to Peta, on **Monday**, she will be introduced to **The Business of Poultry Farming** where she will learn just how much demand there is for chicken in the country, how profits can be improved after analyzing all the costs of production, how to shift her mindset from a sustenance model to a commercial model.

From **Tuesday to Thursday**, she will learn **Best Agricultural Practice** when it comes to brooding, rearing, disease management, slaughtering and storage of birds. The objective here is to reduce losses caused by poor management. Furthermore, the objective here is to get rid of old but common practices, and replace them with new, more efficient practices. Where information technology can be used to smooth farming processes, it's encouraged.

On **Fridays**, Farmer Newbie will learn about **Value Addition**. She does not have to sell her chickens live only to local consumers. She could go into chicken cutlets (and get \$6 per bird instead of \$5), she could manufacture chicken sausages (and get \$8 per bird instead of \$5), she could go into pet food with the offals (and get \$3 per kg offal instead of \$2), she could manufacture chicken feed with the feathers and earn from there instead of burning them in the rubbish hole (we all know that rubbish hole that we burn every so often). She could sell the birds dressed, marinated and vacuum packed to a high end market for \$8 per bird or more. So many more value addition options will be explored.

Farmer Newbie will hear from **Financial Institutions** who are prepared to assist her in growing her venture. She will hear from **Insurance houses** on **how to manage risk**. She will hear **from marketing experts** on how to **brand, package and market** her goods for maximum profit.

On Fridays, there will also be a call for all farmers **interested in forming a cluster** for the purposes of producing the product under consideration that week. These clusters will operate *independently* of Peta. However, they exist because some farmers want to grow but don't have capacity alone, whether it's due to lack of land, finances, labour or other resources. Clustering would help these Farmers go beyond subsistence.

As she grows her business, she will also be able to use the information gleaned from export authorities like ZIMTRADE as to where she can supply her chickens to across the borders. This will help her to incorporate the necessary structures to her business as she grows so that when she now has capacity to export, all systems are in place.

This is the concept behind Peta. We want to grow a brand of farmer who goes beyond subsistence but actually contributes to Food Security for the nation as a whole. The kind of farmer who ultimately earns forex through exports. (How the forex will be treated once it's in our banks is not a story for today, or for Peta at all)

You are invited to join the class by:

1. Sending your full name, email address.
2. Where you are located
3. State how you heard about Peta
4. Make a payment of USD20 or ZWL4000 or ZAR300, send Proof of Payment.

We are based at **6th Floor Batanai Gardens, 57 Jason Moyo Avenue, Harare**. You are welcome to come in for a physical meeting to address any enquiries or make payments.

After the 31st of October 2021 each weekly course will now be costing US\$5.00.

Here are the mode of payments, you may use.

Local Banking Details:

CABS 1005445788 Neat Sweet & Discreet t/a Peta Agro Initiatives Amount ZWL4000

Eco cash

ZWL4000 and you send to 0773868946 (Tabeth Ruvarashe Manyonga)

Cash Payments

US\$20; Room 617, 6th Floor Batanai Gardens, Corner First Street and Jason Moyo Avenue, Harare – See **Tafi**

or

1st Floor Netone Building, Opposite Netone Building, Bulawayo see **Mehluli**

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