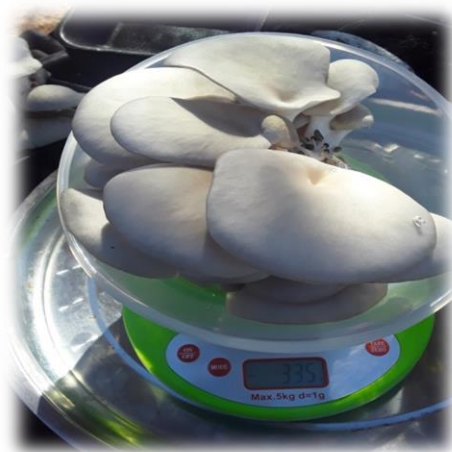




### ***Quality Mushroom Producers Botswana***

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*“Excellence is not an act but a habit ”*



### ***“Oyster mushroom Embracing Organic Health”***

#### **EXECUTIVE SUMMARY**

This business profile presents Quality Mushroom Producers Botswana a company incorporated in 2020 to potential and prospective suppliers, partners, employees and investors, highlighting the technical and financial feasibility of Oyster Mushroom production.

The business is owned and managed by its shareholders and directors Phumla Ngorosha and Peter Ngorosha. They responsible for ensuring the general smooth running of the business and creating a viable and profitable business. Throughout the its life span, the directors were working closely with advisers from financial institutions to get the project on a sound financial and operational footing, using a business plan as a guiding management tool.

Quality Mushroom Producers Botswana operates from Greenly Farm an integrated private family owned farm and was established in 2018 as part of Everest Social Services group of businesses, there are other projects running on the same farm namely, rearing of indigenous chickens, goats, sheep, horticulture crops such as sweet potatoes, etc and growing of rain fed crops such as maize, sunflower, beans and lab-lab. This business profile will mainly focus on Oyster Mushroom production. The business has also linkages in Oyster spawn(mushroom seed) production, Oyster production training workshops, both theory and practical as part of its business wing. This was done to ensure smooth flow of spawn a crucial raw material required for the successful production of Oyster mushrooms. Consultations on set up of suitable structures for Oyster mushroom storage, distribution and marketing is underway.

Greenly Farm has a good working relationship with the local agriculture extension officer and horticulture officer for Mogoditshane Thamaga District on research and product development and has a visiting and standby Agronomist for quality control and checks.

The marketing strategy involves a combination of print media advertising, website development, networking, and promotional events. As Greenly Farm will be one of the few farms producing Oyster mushroom we have an overwhelming response from customer load over the first several years, as we are finding our footing in the industry.

The business depended upon getting financial support from the government through (ISPAAD) and NDB and some of the funding were provided by its directors and family. This funding has helped develop the project put up a 140 square metre mushroom production house with the capacity to produce in excess of one ton of fresh oyster mushrooms each and every month throughout the year.

The finance and administration is managed by Ms Phumla Ngorosha and she uses all her experience and knowledge to create a successful and profitable business. She has leveraged the years she spend running several of their other businesses to help model this business. Her experience together with the robust approach of the other members of her family helping her, allowed rapid growth of this business and created a devoted client base.

## **Project Concept**

Being a Family owned enterprise promotion of the project was championed mainly by the family. This Business Profile was developed primarily to gauge the feasibility of the project. In addition, the business profile is also expected to act as a guiding instrument for the smooth implementation of the project.

## **Project Description**

This is a model project run with the involvement of the entire family a classical case for implementation of government policy of economic diversification, employment creation and investment attraction to the remote areas of the country.

The project is on a 5 hectare integrated farm located in lands just outside Kumakwane Village (8km) and 25km outside Gaborone with no access to portable water and electricity. It started off as a ploughing field and with current changes of legislation on land use it has converted into an integrated farm. The farm has developed to include a farm house where the owner lives, using solar as their power source, rearing of small stock like indigenous goats, sheep and chickens. The farm's water requirements are supported by a borehole yielding 5 cubic litres per hour. This integration has allowed the project to use its own raw material waste from each project to support the other enhancing full utilisation of waste into production of organic products. Animals are fed from rain fed maize, sunflower and Lab-lab and beans stalks plus horticulture waste produce. All crops are fertilised by the composted manure from the reared animals on the farm and substrate waste from the mushroom project. Maize stalks are used as substrate material for growing mushroom and its waste is either dried to feed sheep and goats or ploughed into the field as crop manure.

## **Project Deliverables**

The entire project is expected to create linkages in the economy and deliver the following benefits to Botswana:

- Agricultural value chain development and management
- Local and regional food security and self sufficiency
- Access to global funding for agriculture and processing
- Economic empowerment of local people
- Employment creation
- Rural industrialization
- Access to agro-processing technology
- Local food market expansion
- Diversification of the economy
- Access to affordable food sources

## **Investment Rationale**

Global food shortages and rising prices and climate change have created a huge demand for more affordable food sources hence the project owners have found an opportunity to capitalise on home grown solutions to provide food on minimum, size of land, at low cost of

production and minimum effect on the environment, minimum waste production and water usage.

Quality Mushroom Producers Botswana Greenly with its sole aim and purpose of revolutionise the way in which Agro-business is viewed and conducted in Botswana. We aim to create a service that stands above all in terms of quality, performance and energy.

The company is owned by Mr and Mrs Ngorosha but led and run by one of the family members Mr S.P. Ngorosha who overtime has managed to incorporate four facets to the business that is farming, consultancy, management and marketing. He has wide experience in dry land farming and horticulture, as well as marketing agro-products both domestic and export. He was a broker exporting Rhodes Grass seed from Zimbabwe to the Middle East from 1999 to 2006 and locally has been involved in the production and marketing of GM FIVE and Leafy Lovers projects from 2013 to 2017.

### Vision

To grow our client base which runs from the ordinary person on the street to large corporate companies. Over and above we intend to supply a wide range of agro-products and services. We aim to be able to meet client specific requirements at the minimum convenient time with full back up. The mission of Quality Mushroom Production Botswana is to promote the establishment of a local Oyster production farm, provide available, affordable high-quality products. By taking heed and cognisance of country's need for healthy foods, economic diversification, employment creation, alleviation of poverty, saving on foreign currency and gender advancement the company has made all this part of its focal point and a commitment to provide services that will exceed customer expectations, resulting in a successful and profitable business.

### Our Motto

To be a very responsible and sensitive corporate company in communities in which we operate.

### Slogan

“We are Big enough to manage and small enough to cope”

“We talk Farming”