



# Business Plan - Kilosa Farm Project (2024)

**Location:** Kilosa, Morogoro, Tanzania

**Established:** 2024

**Client:** Backbone Tanzania Company Ltd.

## 1. Executive Summary

The Kilosa Farm Project was established in 2024 with the primary objective of increasing both the quantity and quality of raw materials used in the production of animal feed at Backbone Tanzania Factory.

The farm is strategically located in Kilosa District, Morogoro Region, an area known for fertile soils, favorable rainfall patterns, and strong agricultural potential. The project focuses on producing high-quality feed crops to ensure consistent supply, reduce procurement costs, and improve overall feed production efficiency.

## 2. Business Objectives

- a. Increase production of feed raw materials by 60% within three years.
- b. Improve raw material quality to meet factory nutritional standards.
- c. Reduce reliance on external suppliers by at least 50%.
- d. Establish sustainable farming practices for long-term productivity.
- e. Achieve profitability by Year 2 of operation.

## 3. Products to Be Produced

The farm will focus on growing the following crops used in animal feed production:

- i. Maize (primary energy source)
- ii. Soybeans (protein source)
- iii. Sunflower (oil and seed cake)
- iv. Sorghum (alternative energy grain)

Future expansion may include:

- a. Forage crops (Napier grass)
- b. Premix raw materials (depending on feasibility)





## 4. Market Analysis

### Industry Overview

The livestock sector in Tanzania is growing steadily, increasing demand for high-quality animal feed. Poultry, dairy, and livestock farmers require reliable feed suppliers, creating strong market potential.

### Target Market

- Backbone Tanzania Factory (primary buyer)
- Commercial poultry farms
- Dairy farmers
- Livestock cooperatives

### Competitive Advantage

- Direct linkage with factory
- Controlled quality standards
- Strategic location near transport routes
- Lower production costs due to in-house sourcing

## 5. Location - Rudewa Kilosa, Morogoro

Kilosa District offers:

- Fertile alluvial soils
- Reliable seasonal rainfall
- Availability of agricultural labor
- Access to road transport connecting Morogoro to the factory in Pwani region
- Suitable climate for maize and soybean production

## 6. Operations Plan

### Land and Production

- Initial land size: 1000 hectares
- Irrigation: Rain-fed with future irrigation system development
- Farming method: Mechanized cultivation
- Storage: Warehouse and drying facilities





### Production Cycle

- Land preparation (Nov–Dec)
- Planting (Dec–Jan)
- Crop management (Jan–Apr)
- Harvesting (May–July)
- Processing & storage (July–Sept)

### 7. Management Structure

- Project Director
- Farm Manager
- Agronomist
- Field Supervisors
- Finance & Administration Officer
- Skilled & casual laborers

### 8. Financial Plan

#### Initial Investment

The financial plan for the Kilosa Project is projected at TZS 1.5 billion, which will support project implementation, infrastructure development, operational expenses, staffing, and monitoring and evaluation activities.

