MARKET VALIDATION FOR AGROVEST

The main objective of Agrovest is to kick against post-harvest loss, over reliance on chemicals and agricultural disengagement.

This will improve our economy gross margin, reduce the unemployment rate and also give room for investors to channel their finance into agriculture and create more awareness about agricultural practices and its produce.

We aim at meeting with farmers and also individuals to benefit from our program. Because we aim at making an eco-friendlier product available, thereby eradicating the use of chemical which is harmful to our health and also the environment and also bridging the gap between farmers and buyers, therefore having a direct access to agricultural product and a more efficient storage channels and facilities, Agrovest will make a huge impact in this sector.

SURVEY TECHNIQUE

Duration: This survey was carried from the 22nd of April-25th of April 2024

Sample size: 150 respondents

Study area: Farm and market within Obio-Akpor LGA, Port-harcourt, Rivers state.

Sampling technique: Face-to-face interview with the use of questionnaire.

KEY FINDINGS

1.Direct access to products:

During my research and survey, we realized that there was a challenge of buyers having a direct access to the farmers to get agricultural produce. Agrovest will bridge the gap between the farmers and buyers therefore making agricultural produce more accessible and eradicating the use of middlemen in the purchase.

2. Reduction in Post-harvest losses:

Equipping farmers with knowledge and skills to identify and address factors contributing to food loss at each stage of the supply chain.

3. Awareness about Agricultural practices:

Due to the lack of awareness about some agricultural practices, Agrovest will offer training programs and workshops to existing farmers on modern farming techniques, sustainable practices, and innovative technologies. Encourage young entrepreneurs to explore value-added agricultural enterprises, agri- tech solutions and sustainable farming initiatives.