



Goal one

SMART Goal one:

Develop a feed production process that incorporates growing crops and using food waste as alternative for livestock .

Goal one questions

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response:

- Develop a feed production process that incorporates growing crops and using food waste as alternative for livestock .

What makes this goal measurable? Does it include metrics to gauge success?

Response:

- Reduce reliance on imported feed ingredients by 85% within 18 months 5% per month.
- Produce 100 tons of livestock feed monthly by the end of the second year.
- Achieve a 50% reduction in production costs by integrating 15% food waste into feed formulations .

What makes this goal attainable? Is it realistic given available time and resources?

Response:

- Secure partnerships with at least 10 local farms and food waste suppliers within the first 6 months.
- Establish a feed production facility for Research and development and training capable of processing both crops and food waste within 12 months.

What makes this goal relevant? Does it support project or business objectives?

Response:

- This project aligns with the company's goal of reducing dependence on imports, lowering production costs, and supporting Egypt's sustainability efforts by recycling food waste.

What makes this goal time-bound? Does it include a timeline or deadline?

Response:

- The project will be completed within 18 months, with regular milestones (e.g., construction of facilities within 6 months, test and run within 12 months).

Goal Two

SMART Goal Two:

Training for Farmers and Employees to enhance our crops and our manufacturing .

Goal Two questions

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response:

- Implement a training program for farmers and employees on advanced agricultural technologies, sustainable farming practices, and the development of competitive seeds and feed products.

What makes this goal measurable? Does it include metrics to gauge success?

Response:

- Train at least 100 farmers and 50 employees within the first 3 months.
- Conduct 10 training workshops focusing on sustainable farming techniques and seed development by the end of year one.

What makes this goal attainable? Is it realistic given available time and resources?

Response:

- Partner with agricultural experts, research institutes, and technology providers to deliver training sessions on sustainable agriculture and competitive product development.

What makes this goal relevant? Does it support project or business objectives?

Response:

- This training will enhance the efficiency and sustainability of crop production, improve the quality of the feed, and keep the company competitive in the market.

What makes this goal time-bound? Does it include a timeline or deadline?

Response:

- The training program will be fully implemented within 12 months, with workshops held every quarter and ongoing support offered throughout the project's timeline.