

# 4US Farms

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178-Acre Organic Moringa Farm with Integrated  
Agri-Tourism and Advanced Processing  
Location: Volta Region, Ghana





# Executive Summary

In this concept, **4USFarms**, a 178-acre organic moringa farm in Ghana, will be developed, combining large-scale planting with agritourism, value-added processing, and auxiliary infrastructure. The project's goal is to produce **premium moringa leaves, seeds, and oil** for sale to international markets. It also has a specialized office complex to assist effective operations and a 12-bedroom Airbnb facility to create additional revenue. In-depth financial forecasts that include information on startup expenses, revenue sources, and return on investment are given in both USD and GHS.





# Market Analysis

With a compound annual growth rate (CAGR) of 9.20%, the global market for moringa products is expected to reach **USD 11.2 billion** by 2032 from an estimated **USD 8.15 billion** in 2023. Growing consumer knowledge of moringa's health advantages and its use in a variety of products, including medications, cosmetics, and nutritional supplements, is driving this expansion. ([www.globenewswire.com](http://www.globenewswire.com))

## Competitive Advantage

- Organic certification for export
- On-site processing facility ensures quality control
- Year-round cultivation climate
- Employment for Rural Women
- Sustainable farm practices





# Farm Setup & Operational Plan I

## Land Acquisition (178 Acres)

- **Cost of Land:** \$ 1,800/acre (negotiated bulk rate).
    - **Total: \$320,000 (GHS 4,165,200).**
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## Infrastructure Development

### 1. 6-Bedroom Farmhouse for Workers

- Housing for 12–15 employees with basic amenities.
- **Cost:** \$45,000 (GHS 585,000).

### 2. 12-Bedroom Airbnb Story House

- Luxury two-story building targeting eco-tourists and international visitors.
- **Cost:** \$180,000 (GHS 2,340,000).

### 3. 4-Room Office Complex

- Administrative offices, meeting rooms, and storage facilities.
- **Cost:** \$60,000 (GHS 780,000).



# Farm Setup & Operational Plan II

## 1. 1-Acre Processing Factory

- 10,000 sq. ft. facility housing:
  - Industrial dryers, milling machines, oil presses, and packaging lines.
  - Cold storage units for product preservation.
- **Cost:** \$250,000 (GHS 3,250,000).

## 2. 118.9 square feet Drying Sheds (320 Square feet per shed)

- **Building Material (Clay Bricks)**
- **Cost:** \$40,000 (GHS 520,000).





# Labor (24 Months)

- **50 full-time workers** (farmhands, factory staff, Airbnb managers) @ \$200/month.
  - **Total Labor Cost:**  $50 \times 200 \times 24 = \$240,000$  (GHS 3,120,000).

## Tools & Machinery

- Farming equipment (tractors, planters, pruners): **\$50,000 (GHS 650,000)**.
- Drip irrigation system and organic fertilizers: **\$60,000 (GHS 780,000)**.

## Certification & Inputs

- Organic certification (USDA/EU): **\$10,000 (GHS 130,000)**.

Seeds/seedlings (100 acres): **\$12,000 (GHS 156,000)**.



# Financial Projections I

## Total Initial Investment:



Item	USD	GHS
Land	\$320,400	GHS 4,165,200
Infrastructure	\$575,000	GHS 7,475,000
Labor	\$240,000	GHS 2,730,000
Tools & Machinery	\$110,000	GHS 1,430,000
Certification & Inputs	\$22,000	GHS 286,000
Miscellaneous/Consultancy	\$15,000	GHS 195,000
<b>Total</b>	<b>\$1,442,400</b>	<b>GHS 16,671,200</b>





## Financial Projections II

### Revenue Streams (Annual)

#### 1. Dried Moringa Leaves

- Yield: 500 kg/acre × 178 acres = **89,000 kg.**
- Price: \$30/kg (bulk export rate).
- **Revenue:** \$2,670,000 (GHS 34,710,000).

#### 2. Moringa Seeds

- Yield: 200 kg/acre × 100 acres = **20,000 kg.**
- Price: \$10/kg
- **Revenue:** \$200,000 (GHS 2,600,000).

#### 3. Moringa Oil

- 20,000 kg seeds → 2,000 liters (10% extraction rate).
- Price: \$60/liter (cosmetic/culinary grade).
- **Revenue:** \$120,000 (GHS 1,560,000).

#### 4. Airbnb Income

- 12 rooms @ \$50/night, 60% annual occupancy.
- **Revenue:**  $12 \times 50 \times 365 \times 0.6 = \$131,400$  (GHS 1,708,200).
- **Total Annual Revenue: \$3,121,400 (GHS 40,578,200).**



# Financial Projections III

## Operating Costs (Annual)

- Labor: \$240,000 (GHS 3,120,000).
- Utilities & Maintenance: \$70,000 (GHS 910,000).
- Marketing & Logistics: \$40,000 (GHS 520,000).

**Total Annual Costs:** \$350,000 (GHS 4,550,000).



# Financial Projections IV

## Profit & ROI

- **Annual Net Profit: \$3,121,400 (GHS 40,578,200)**[Revenue]–  
\$350,000 (GHS 4,550,000) [Costs] = **\$2,771,400 (GHS 36,028,200).**
- **Payback Period: 2.5 -3 years**
- **Year 3 Cumulative Profit:**

$\$2,771,400 \text{ (GHS } 36,028,200) \times 2.5 = \textbf{\$6,928,500 (GHS 90,070,500).}$





# Risk Mitigation & Scalability

## **Agri-Tourism**

**Strategy:** Partner with travel agencies for guided farm tours.

**Market Risks:** Diversify buyers (local and international contracts). Pre-sell 50% of produce to EU/US wholesalers

**Climate Risks:** Invest in drip irrigation for drought resilience.

**Certification:** Maintain organic standards to command premium pricing.

**Expansion Potential:** Reinvest profits to scale production, diversify into moringa-based cosmetics, or partner with international brands.

**Eco-Friendly Design:** Solar panels for factory/office, rainwater harvesting.

# Social Impact & Sustainability

## Environmental Benefits:

- Drought-resistant crop requiring minimal water; organic practices preserve soil health.

## Community Empowerment:

- Creates **50+ steady jobs**, promotes rural development, women's empowerment and supports local food security.

## Market Alignment:

- Taps into the \$5B+ global superfood industry and ethical consumer trends (organic, Fair Trade).



# Conclusion

This **178-acre integrated moringa farm** requires **\$1,442,400 (GHS 18,751,200)** in initial investment but **promises \$2,771,400 (GHS 36,028,200) annual net profit**, driven by diversified revenue from exports, processing, and tourism. The inclusion of a dedicated office complex and advanced processing infrastructure ensures operational efficiency, while Airbnb taps into Ghana's growing tourism sector.





**Richmond Sodokpo**  
**4USFarms**  
**VW-0487-0201/GN-0380-5676**  
**0559933908**  
**info.4USFarms@gmail.com**