

# How much does it cost to start a strawberry farm?

To procure the required manure, you can inquire about the cost of a pickup or approach neighbors who may have surplus cow, sheep, or goat manure. Acquiring labor assistance, typically one or two individuals, is crucial for planting the 100 plants. Once planted, these plants should yield approximately two to three kilograms per week, equivalent to around 12 plants. Opting for packaging in four 250-gram punnets is recommended to ensure customer satisfaction.

Keep in mind that starting with 100 plants allows room for expansion, enabling you to scale up to larger areas such as an eighth, quarter, half, or even a full acre.

## Production Challenges

Market-wise, adhering to the principle of maximum output with minimum input is essential. Once you become proficient at generating profits from the initial 100 plants, there are no limits to your potential expansion. Farmers trained by us are provided access to markets. Weekly progress reports are mandatory, enabling us to monitor your farm activities closely.

Production is often a common challenge mentioned by farmers. However, strawberries can be a profitable endeavor. Beyond selling the fruit itself, exploring value-added options like chocolate-dipped strawberries can further enhance your earnings. To initiate a 100-plant setup, an estimated investment of 20,000 Kenyan shillings is required. This translates to approximately 48 plants per month, generating a monthly income of 12,000 shillings. It's important to note that harvesting from these plants will occur twice a week for the next two and a half years.

Considering the startup costs and the projected income of 12,000 shillings in the first month, you will have recovered your investment within two to three months if you manage your plants diligently, ensure proper watering, and avoid taking shortcuts.