

A close-up photograph of several green passion fruits hanging from a vine with green leaves. The fruits are round and have a slightly textured surface.

Passion Fruit

FARMING COURSE

**A Step by Step Guide to
Growing Passion Fruit for Profit**



CHRISTOPHER MAKOMERE

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Acknowledgement

“Humility is the acknowledgement that without God we wouldn’t have made it thus far.” - Gugu Mona

I’d love to brag to you about how I wrote this book from bottom up with original ideas but I can’t. In fact nobody can.

This eBook is a collection of ideas, methodologies and concepts from different great men and women dedicated to making farming knowledge accessible and usable.

Without the passion and efforts of these men and women, you wouldn’t be reading this right now.

Most importantly, I’d sincerely wish to thank my fiancée, Lydia who tirelessly assisted in piecing this e-book together and for her continual inspiration.

And to my graphic designer Nehara from *creativelog*, I want to say thank you for the unconditional support.

To the almighty God, your grace has been sufficient and always is.

Introduction

Sad but this is the reality

Have you ever looked around your life and thought there's got to be more?

More than those debts you're struggling with. More than that job you hate so much. You know that it will take years of your life to achieve your dream if ever it happens.

In fact, most of us have big dreams, yet we're concerned that the road we're travelling will never converge with those dreams. But still we chose to do nothing about it. We chose the road of least resistance – a job. We rely on it to feed ourselves and families, to take our kids to school, to pay taxes and loans.

We continuously build a house of sand that when the wind comes, we're done for. In technical terms it's called single point of failure (SPOF). Developing dependency on a job is a dangerous single point of failure. Companies collapse no matter how large, employees get fired, sickness creep in, retrenchment occurs. What will you do when it happens in your company?

If you're still in doubt, look at the recent scenario in Kenya where over 10,000 employees lost their jobs in a year despite economists having reported an expansion in GDP by 6.2%. Mark you; these weren't small companies laying off their staff to remain afloat. But were big brands that most graduates would give their souls to work for. What else do you need to believe the system has been corrupted?

If you have a job, your only hope is that someday the economy will be better, someday if only you work hard enough; you'll get a promotion and may be a pay rise that will

change your life. Or for the job seeker; someday you'll get your dream job and start transforming your life one day at a time.

As a result of this, we surrender our lives and those of our beloved ones to things we cannot control. Things like the economy, pay increment from our employers and so on. We migrate and live at a safe and nice place called, 'someday.' We content with a mediocre life that is full of misery and doubt. And that my friend is how far the formal education takes us. Just to set the records straight, I'm not against the old adage that goes;

“Go to school, get good grades, graduate, get a good white collar job and live happily thereafter.”

But the truth is; living happily thereafter never happens. At least for most people it doesn't. If you still doubt read MJ Demarco's Fast Lane.

This guy doesn't miss his words and calls it as it is. In his wise words;

“If you aren't wealthy, STOP doing what you're doing. STOP following the conventional wisdom. STOP following the crowd and using the wrong formula. STOP following the roadmap that forsakes dreams and leads to mediocrity. STOP travelling roads with punitive speed limits and endless detours.”

You need alternatives

People are economical with the truth. In addition, few people would like to be bearers of bad news. So they focus on the sweet spot and avoid the harsh reality. But I'll be more frank with you and hand you the bitter pill. Dependency on one source of income is suicidal.

And while I'm not against getting your dream job, In fact, I have one myself; you must look for other alternatives in today's economy.

Not unless your job gives you over \$200,000 a year and you have enough freedom to spend time with your family whenever and however you want, you need alternatives.

There are umpteen businesses you can initiate but personally, I'd choose Agribusiness anytime, every time. Which other industry offers little to no tax opportunities?

I guessed so. And not just any Agribusiness.

How about making over \$20,000 per year growing passion fruits.

That's massive income for a side hustle. Yes, it's possible:

But a word of caution, farming isn't for everyone and you're better off with your patronizing boss. Second, it's not a get rich quick scheme. Third, you've got to have the skill necessary to succeed or be ready to learn, and finally, it's true that you can quit your day job, invest in farming and thrive rather than survive. You can even go out on holidays for several weeks and not have to worry.

Passion Fruit Farming Ninjas: Case Studies of farmers crashing

it

Meet Grace Cheptoo from Bureti Constituency. She was a committed farmer growing tea and pineapples. As you might have noticed, tea and pineapple are among the most high value crops. Except there's one more crop that beat the two combined.

At least according to Grace who ditched tea and pineapples altogether to start a passion fruit farm. With a capital investment of KES 64,000, she invested in her 0.2 acre-land.

Her journey had just begun. She started with no specific market in mind and paid a huge price for it. She had to personally hawk her fruits to the neighbors to recoup her investment.

But farming is one of the few businesses that really forgive our mistakes if you just stick to it long enough. With her commitment, she was finally forgiven and success finally smiled at her.

In no time, she was earning awesome returns through exporting her passion fruits to Uganda, Guatemala and Belgium. She went on to registering her own successful company. On a good month, Grace could harvest over 480 kilos of passion fruit, making KES 33,600 on an average.

The story about Grace's success in passion fruit farming in Kenya might have hit the headlines, but that was not the only story.

There was more:

In Karurumo sub-location, Embu, Morris Njiru Ndwiga, is an assistant chief. Aside from being a government administrator, Morris had an unconditional interest for farming.

He started initially as a tomato farmer. Having no solid background in farming, he made great losses as a result of pest and diseases.

But, it wasn't his fault. Tomato is one of the trickiest vegetable to grow with least experience. The crop is very susceptible to pest and when pests like Tuta absoluta strike, you won't have much choice. Not knowing what to do when this happen could be deadly.

Morris would have chosen to give up but he didn't. Instead he decided to change the crop. As they say, if you can't win the game, change the rules.

He lost the game when he decided to plant tomatoes but changed the rules to venture into passion fruits. He invested KES 1,800 at first in the venture and rest was history.

He sold his passion fruits to Wilmar flowers company at KES 40 per kilogram but still managed to get over KES 100,000 every time.

And then there's Clement Odongo from Siaya.

Like all the local farmers in the region, Clement used to grow maize for income and to feed his family. He later realized there were farmers in other parts of the country making good money growing passion fruits. So, he took the chance to ditch the traditional norm.

He was lucky enough to work with a consultant. For that reason, he didn't have to go through the steep learning curve of his fellow farmers mentioned before.

Instead, he invested KES 60,000 into the agribusiness on a four-acre farm. In total, he planted approximately 425 vines on the piece of land.

At the time, only 275 vines were being harvested and fetched him at least KES 30,000 a week. Clement was able to harvest at least 2 kilograms of fruits per vine per week. With each kilogram of passion fruit selling between sh.100 and sh.120, clement was sure to earn between sh.200 and 240 per vine in just one week.

Once the farm achieved its full potential, he would make as much KES 100,000 per week tripling his income!

Like Clement Odongo, Nathan Kivuva from Nzau, Makueni County quit maize farming to venture into passion fruit farming. Nathan invested a total of KES 60,000 to kick off the venture. And he was very happy with the results he got selling a kilo of the fruits at Sh120 to foreign markets through Woni Exporters.

It's evident that, passion fruit farming has transformed lives in Kenya and will continue to do so. As long as the demand is there, I can't think of a better time to start your story.

You might think that all the people mentioned were just lucky, but the truth is contrary. They believed in changing the farming narrative from that of poor, peasant, and agrarian hustlers of yesteryear to thriving modern agribusinesses.

There are other countless people out there kicking ass with farming ventures just waiting to be discovered. And the success doesn't only end in Kenya but other countries as well.

Sure, there's more:

In Uganda for instant, Eric Kaduru now 33 years old hails from Kiburara village.

This guy decided to venture into farming after travelling the world. He started by growing vegetables, like tomatoes, red pepper and cabbages, both in a greenhouse and outdoor.

However, due to unreliable market and stiff competition from other locals, Eric resolved to throw in the towel. But stiff competition wasn't the only reason that made Eric to quit vegetable farming.

No, there was more:

He lacked control of the market prices..

By virtue of vegetable perishability, he wasn't able to store them long enough to wait for the prices to improve. He made losses that practically brought him to his knees. Instead of game over for him, he switched to growing passion fruits. With the help of a loan, he decided to plant the KPF-4 and KPF-11, the Kenyan variety that is resistant to most of the diseases.

At first, he started by supplying his fruits to the local supermarkets before going the export way to UK and other European countries. After a few months, Eric was making over Ush.8, 000,000 every week.

The last time I checked, Eric drove a Land Cruiser VX, certainly an above average car for a rural folk just farming. In his car, he carries golf equipment, listens to rock n roll and drinks carbonated water.

There's a good reason why I highlighted the triumphs of these ninja farmers. And that's to prove to you that it's possible.

If these case studies haven't got you pumped, I don't know what will.

Making \$20,000 or KES 2,000,000 a year from mere farming is no joke. It takes more and that's why in this passion fruit farming course, I walk you through all the steps. From land acquisition, to orchard establishment, to marketing, to managing risks, to funding, and finding buyers.

My farming ninjas enjoyed great success but they don't know half of what is contained in this document.

Reading through this e-book will give you unfair advantage over all of them making you the best in the industry.

And yes, you can do this.

You want to have some control over your income, you can.

You want to start and succeed in farming, you can.

Lesson 1: Dream It

Strategic Planning

“Having a bad plan is better than no plan at all.”

Now, this is the time - The time to dream - The time to hold that visual image of your ideal farm. Imagine your passion fruit orchard healthy, green, and all the fruits hanging over your head.

Imagine how you're going to rake in massive cash week after week and all for doing what you've always wanted to do – starting your own side hustle. A hustle that nobody dictates what you should or shouldn't do. A hustle that has the potential to employ you, pay your bills, pay your holidays and give your family a life they deserve. Much more, give you the freedom to enjoy life. Because let's face it, there are few problems in this world that money can't solve. It's time to dream it all. In other words, it's time to take a pen and paper and start planning your passion fruit venture. Or better still download my template and unashamedly use it to plan out how you'd love your ideal orchard to look like.

Planning is important in all fields and those who ignore it do so at their own peril.

It's a fact that all professionals have plans – For instance, doctors follow a treatment plan, airline pilots follow a flight plan, and soldiers follow a military operation plan. Why shouldn't you have one? While I can't guarantee your success – in fact no one can, having a plan dramatically increases your probability of success.

The reason why most farming ideas no matter how great never live to see the light of day is that they neglect this vital step. Knowing this gives you unfair advantage over the rest.

of the folks. When you take your time to write a detailed orchard plan, you'll save yourself a lot of time and frustration trying to figure what to do next.

And as with any agricultural produce, time is a luxury you cannot afford. Given the perishable nature of most horticultural produce, you'll be screwed if you lack a plan of action.

SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)

No plan is complete without a thorough SWOT analysis. You might be wondering; what the heck the so called SWOT analysis has to do with growing passion fruits.

I'll tell you. That kind of thinking is responsible for the suboptimal results most farmers keep getting. Consequently, they don't perceive farming as a wealth generator.

A SWOT analysis can help you identify obstacles and advantages of your farm or potential farm venture. To do a SWOT analysis, first, identify each pro and con as a strength, weakness, opportunity, or threat (see examples below). Then classify them either as internal or external to your farming business.

This analysis will help you better understand what you can control, where your risks are, where improvement is necessary, and what direction is best for your agribusiness. This exercise is best completed with the entire farm team or friends.

Strengths:

For example, the following attributes could be classified as strengths;

- Knowledge, communication, and prior experiences of your farm team
- Infrastructure such availability of all-weather roads
- Water availability and licenses
- Any relevant certifications
- Equipment

Weaknesses:

- Limitations of your land (e.g., climate, soil type, and water access)
- Lacking or dilapidated infrastructure and equipment
- Lacking or negative characteristics of your farm team

Opportunities:

- Demand for produce, market niches, and general access to markets
- Grant opportunities and access to other financial opportunities
- Education programs and other resources (This EBook is a good example)

Threats:

- High and rising input costs (out of your control and can threaten profitability)
- Lack of access to labor etc.

While planning and writing your SWOT analysis, there are a few more issues you need to keep in mind. Let's discuss them in chapter one and chapter two to enable you put strategic planning into perspective. [Download the SWOT Analysis Worksheet](#)

Chapter one: Preliminary Requirements

Life is the only art that we are required to practice without preparation, and without being allowed the preliminary trials, the failures and botches, that are essential for training. – Lewis Mumford

Managing Expectations

All other things aside from life itself, requires adequate preparation. Once prepared success comes easy and like the saying goes opportunity comes to the prepared. In the next few pages, I'm going to discuss about all the preliminary requirements that you need to become massively profitable with your farming venture.

First and foremost it's paramount to understand the factors of production. Factors of production in simple terms are the basic requirements for successful farming. Miss one of them and it could be enough to hold you back. They are land, capital, labour, and entrepreneurship.

I've brought this point early enough because if you don't have all the factors of production this guide won't help you. If you thought buying this book alone was a magic bullet that you could use to succeed, I'm sorry to disappoint you. I say this with all honesty. However, with the right resources and the right attitude for farming, buying this book might be one of the best decisions you'll ever make.

To reiterate my point, money without a great idea is doomed. Similarly, an idea without the necessary resources in terms of capital, labour, and creativity is hopeless. Sadly, that has been the tragedy of many farmers in Africa. Struggling with one factor or the other. In the long run they give up all together and term farming as a loss making machine.

Can things get uglier than this? Of course they can and they do.

In Kenya for instance, statistics estimates that 50% of all registered agribusiness fail within the first 1 year of operation.

That means that if we're being utterly optimistic, you have a 50/50 chance of still having your doors open after one year. But things are a little bit worse; the statistics don't account agribusinesses that plateau at a low level thus making the lives of the respective farmers miserable. All these frustrations are brought about by the following key obstacles;

1. The high cost and limited access to land
2. High capital costs for equipment
3. The lack of an efficient distribution system for small farmers giving room for malicious brokers.
4. A broken food system that values cheap food over high-quality, nutrient-dense, locally raised food

For many people, these obstacles are too much to overcome. Costs are too high, prices are too low and margins are too thin. As a result, the dream of farming fizzles out. They look at the successful farming icons and all of them have one thing in common – they possess huge tracks of land and bloated bank accounts stuffed with big bucks.

However, I'm a true believer of Vilfredo Pareto's principle. And without insulting your intelligence, Pareto's principle predicts that 20% of activities will yield 80% of the results.

That means it's not a matter of owning big pieces of land, it's not about having tons of money in the bank account but just a small 20% item that will give us 80% of the revenue.

In my experience, that item is a passion fruit! In other words, it's the enterprise you choose to grow that will determine how profitable you become.

If you want to become a maize farmer, well, good luck with that and good luck finding trucks and trucks of land. Back to our main focus. I want to clearly state that all those obstacles that I've mentioned can be alleviated by anticipating them in advance and planning on a contingency.

Second, profitable farming is possible. Passion fruit farming is even more profitable.

In this course book you'll learn exactly what you need to succeed.

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