

You have your future in your hands!



A business is work that you create for yourself. The most obvious reason to start a business is to **make money**. You don't have to wait for the government or anybody else. **You are in control.**

As a business owner, when your business grows, your **profit grows**. You can also **create jobs** for your family and neighbors.

As a business owner, you determine how much success your business will have. When you learn how to create and develop a **successful business**, you directly see the benefits of your effort.



Millennium Challenge Account
Cape Verde



Ministry of the Environment,
Rural Development and
Marine Resources



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Why start an Agro-Business?



Cape Verde's economic growth is improving the quality of products in the marketplace.



Entrepreneurs are starting agro-businesses to meet the rising demand for agriculture products.

ONE IN A SERIES OF 5

Agro-Businesses

www.mca.cv/pt/formacao/documentos-formacao/

Your income can grow

While worker income stays the same every month, **business income can grow dramatically.**



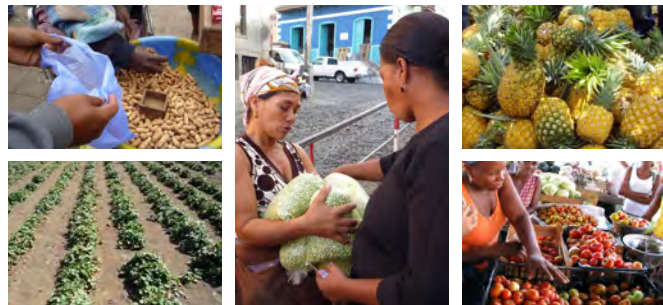
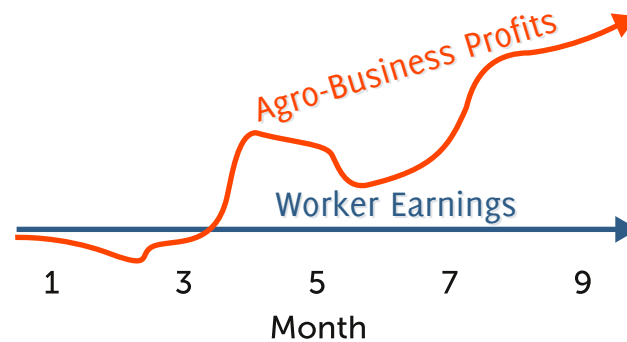
You will enjoy it



Business is like a game. Winning depends on how you play. Try a different strategy, and you get a different result.

It feels good to have that kind of control. You can set goals and **track your progress.** Running a business is dynamic – when you change something, you can **see the difference** it makes, and whether or not it gets you closer to your goals.

Business does involve risk, but it also gives you a great chance to **get what you want.** If your work is your business, you are working for a reason. You assume greater responsibilities, and in return, you get more satisfaction.



Now is the right time

Cape Verdians are rising above poverty. With more money, they demand a wider variety and better quality of produce. People are also consuming more fresh produce because they are more conscious of the **importance of good nutrition.**

At the same time, the population is growing, so there are **more consumers** to eat fresh produce.

Both of these ongoing changes mean a **greater demand** and market for your agro-business and your products.

Help your community

When you start an agro-business, you make your community stronger. Not only do you **increase access to fresh, nutritional food**, but you also set a positive example for local youth, and you **energize your local economy.** You help your community prosper.

Grow with your community

You don't need to start your agro-business alone. You can partner with other farmers to create an **association.** Working together, a group of farmers can:

- **share** the risk
- **pool** resources
- **grow** faster

Sharing knowledge also makes it easier to respond to problems quickly, and to expand into new markets. As a result, you increase your chances of success.