

# SMART HOLDING

**Agro - Industrial - Education**  
**Environment Oriented project**



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## Vision

### Purposes:

- To use the nature sources for the benefit of the people.
- To emphasize the project on assuring the welfare, quality, and good health of the nation **along with environment protection** .
- To introduce the country of Cameroon to a new profitable agro-industry era.
- Our mottos are: responsibility, leadership, honesty, support, **sustainable protection** , guiding and collaboration.



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## Initiators



Mr. Avi Postelnik, Smart Holding, specialized in locating, founding and managing projects in infrastructure, mining and construction, as well as in leading technological enterprises in Eastern Europe and Middle East countries as well.

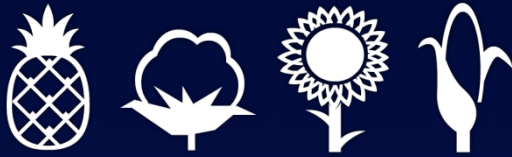


Mr. Godfrey Mukete, Mukete Estates Limited, are well known in the agricultural field and the oil production market.





Livestock division



Field crops  
division



Inland  
transportation  
division



Education, training  
and guiding center

**Agro  
Industrial  
Education  
Environment  
Oriented  
project**



Industrial plants

Agricultural plants



Quality & Environmental  
protection



Social & Economical  
needs /investments fund

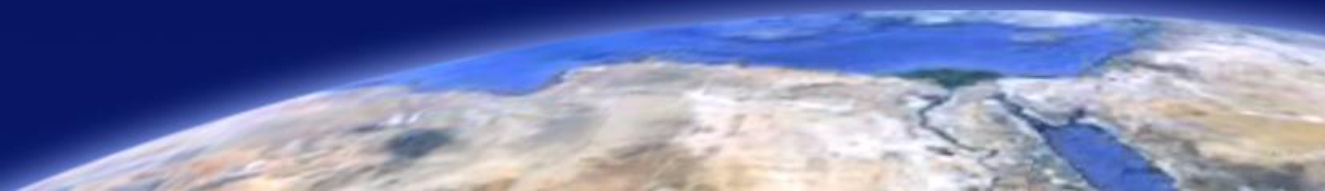
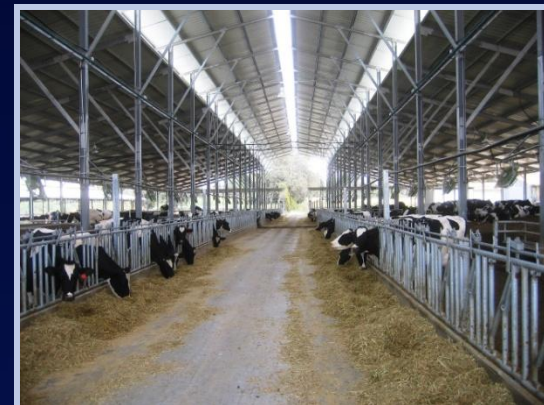
Project investments fund





## Cattle Project

- a. A farm to raise 2500 heads of beef/veal's for meat production
- b. A Feeding farm to grow 1500 milk cows and an automatic milking plant.
- c. A further processing milk plant to produce and pack milk products.
- d. A beef and veal modern abattoir to produce beef meat and meat products.
- e. Abattoir services could also be even to other beef growers around the country
- f. **Environment protection driven !**





## Chicken Project

This project is divided into several sections:

- a. Broiler farm to supply approx. 10,000 ton of chickens per year.
- b. Layer farm to supply about 30 million eggs per year to the market.
- c. Hatchery, to supply chicks for boiler meet farm and for layer hands to supply quality eggs for our project and for other chicken farm grower in the country.
- d. Eviscerating plant to process the broiler and the old layers in to eatable meets.
- e. An offal processing plant to produce chicken meets meal and fat for the feed mill formulations.
- f. Environment protection driven !







## Goose Project

This project is divided into several sections:

- a. The goose farm will supply approx. 400,000 Units of goose per year.
- b. Hatchery, to supply goslings for the meet farm.
- d. Eviscerating plant to process the meat and the Foie gras controversy.
- e. An offal processing plant to produce goose meats meal and fat for the feed mill formulations.







## Fish Farms Project

- a. Fish farms including fish ponds and cages inside lakes for raising about 10,000 ton tilapia and cat fish per year. The farms will include specific ponds hatchery For fingerling raising.
- b. Further project is planned to process the fish in to frozen filet and other fish products for the local market and for export.





## Feed Mill

The feed mill formulation is targeted and specifically designs for feeding the cattle, the poultry and the fish. The total area for the supplying farms is planned to be around 25,000 hectares including irrigation of the manger part of the farm.

Also included in supply of raw material of the feed mill are byproduct of the pain apple processing (peels) of the seed oil production (vegetable fat and byproduct from oil extraction) and other grains.





## Pineapple & Mango Concentrate

- a. A plant to process pineapples & mango in to canned ring slices and chunks.
- b. A plant to process and bottle pineapple, mango and other fruit juices.
- c. Separate divisions to produce pineapple & mango juice concentrates packed in two hundred liter aseptic drums and intended to export to the world juice and concentrate market.







## Juice production and bottling Plants

The process consists of mixing pasteurizing and bottling and final packaging for shipment.

Natural pineapple juice will be delivered by the pineapple processing plant and the other juices will be produced from concentrate imported as needed.

special bottle production line will be installed in the new packaging department adjacent to the bottling and the pineapple processing plant.





## Vegetable Oil Plant

This plant is design to process oil seeds such as Soya bean sunflower, corn and cotton and bottle the oil for the local market.

This plant is fully automatic and the residue that contains protein and fat is use in the feed mill formulation.





## Packing & Storage

The packing of the fruit products are metal cans or plastic containers.

All the fruit products are pasteurized and shelf stable.

The whole chicken, eviscerated clean and defeathered, the chicken parts are packed in special plastic packaging to be sold chilled or frozen.

Veal parts for roasting, stake for grilling and minced for hamburgers is packed in plastic trays or pouches to be sold chilled or frozen.

Whole fish, discaled and cleaned or fish fillets are packed in trays frozen.

The tilapia fish and fillets are well received all over the world.







## Dairy and Dairy Products

The fresh milk is pasteurizes and than bottled as milk to be sold chilled for the local market.

Other milk products such as yogurt, cream cheese and low fat cheese and batter are packed in standard packaging for yogurt and butter.





## Solar power

All the projects will be build as green projects using the energy required by using solar energy.

We will bring the experts from Israel to valuate the sites of the plants and advise the type of solar energy production in order to maximized use from natural energy.



## Waste-water Treatment

All the sewage water from all the plants will be treated by modern methods to minimize the pollution and to keep the impairment clean.

Part of the treated water will be reuse for irrigation of the crops.





## Quality & Environmental Protection Program for the Country and its People

### Vision:

Our vision in the environmental issues is the quality of life for the people of Cameroon & that can be achieved by :

Reducing the Air Pollutions,

By full treatment to a vanishing & needed commodity – The Water,

By taking care to the land & country resources  
given to the human kind to be kept for eternity

" ITS IN OUR HANDS TO KEEP THE PLANET "

### Cattle Project:

The Environmental regulations of the UNFCCC will be implemented the manure will be treated & reduced & the water for the Cow Shed .

The Dairy will be taken care by implementing the BAT.

### Chicken Project

As in the cow shed we have a manure problem a very dry & unsustainable manure that can cause illnesses .This will be treated & reduced.

### Feed Mill

The feed mill is manufacturing MSW high content of GHG . We'll reduce it from the first stage until the end product .(MSW – Municipal Solid Waste)



## Quality & Environmental Protection Program for the Country and its People

### Pineapple & Mango concentrate / Juice/ Oil Plant :

As to each plant that is polluting the air & water we'll make the planets as greener as possible from the implementation stage through its all processes.

### Packing & Storage

The world is trying to reduce the problem of packages .we will implement the regulation of the packages & by that reducing the carton & plastic usage .

### Dairy

The dairy's all over the world have several problems like the milk water . we have the environmentally solutions under the UNFCCC regulations.

### Solar power

By using renewable energy like the Solar , Wind & Water we will increase the usage of natural energy & reduce the need for artificial energy like the Electricity Company / Coal / Fossil Fuel etc.

### Waste Water

The waste water problem is all over the world. The IPCC approved New Technologies for swage & leaches will treat & purify the water for secondary use.



## Quality & Environmental Protection Program for the Country and its People

### Field Crops

The term "Organic Agriculture" is all over , by that we mean improvement of the food we eat ,to improve people health . We will provide new methodologies for improving the way of living.

### Transportation

Trucks & Cars are on of the five most polluting means used by man in the world. We are going to suggest to move from fossil fuels in to energy like electric cars & other reducing GHG Transportation.

### Education

The need for growing unemployment is being solved all over the world with the need for green jobs that means that more professional high level & low level of manpower is being needed, we'll have to educate....teach....instruct

A very Hugh No. of people to work in the green jobs like the MSW , Water , Air , REDD etc. We can even predict that we can solve the unemployment of the country with the help of the government.







## Field Crops

In cooperation with the farmers ,it will be grown and harvested for the usage of the seeds to extract oil and the byproduct will be use in the feed meal to specific formulation for the livestock.

All the straw after harvesting will be used as beading  
For the livestock.

The pineapple fruit will be tinned in metal canes slides with syrup or juice or packed in plastic containers similar to canes.

The other part of the pineapple crop will be used for juice concentrate in two hundred liters aseptic drums.





## Transport System

Transportation division will be use for delivery of the row material to the processing plants and then for transportation of the finish products chilled ,frozen or shelf stable to the market and to port for export.







## Agricultural Education

Agricultural education and training in Israel and Cameroon:

We intend to use the advanced agriculture education in Israel by enrolling Cameroonian for short and long period in to special projects of education in our country.

Then we intend to use their know-how to employ those graduates in management and technical positions in our agro-industrial projects in Cameroon





## Financial Aspects

Financing needs of two types:

**1st year:**

Investment in infrastructure and the agro industrial projects.

**1st & 2nd year:**

Working-capital needs



# Organizational Flowchart



## The State of Cameroon Benefits

Advantages in welfare:

Increasing the labor man power mostly in the rural farming villages.

- Health benefits: Production and supply of quality food products.
- Education benefits: Training of the man power by experts.
- Economic benefits: increasing export and decrease in import.
- Increasing in the gross national product (GNP).
- **Joining the most developed countries which have Quality & Environmental protection program under the UNFCCC supervision .**





## Risk Management

1. **Not enough demand in the market for the finish products produced by our company:** The above scenario has very low possibility to happen, since the local and the world market is in increasing demand for basic food products especially in Africa. Unique product such as pineapple concentrate and cans are competitive in the world market. With high quality products we will export to the world market and to receive foreign currency which can be used to increase the gross national product (GNP) of Cameroon
2. **Climate hazards:** Changes in climate are not likely to occur in Cameroon which is known for stable climate and this gives us the possibility or long term planning for our field crops and pineapples plantations.



## Risk Management

3. **Raw material**: The major of the raw materials will be supplied locally except the concentrate fruit juice for bottling, that will be supplied form Israel.

In this way will be avoiding changes in cost of raw material and will stay competitive for the local and the world market.

4. **Man power and technological knowhow**: We are basing the agro-industrial project on the Israeli knowhow and the world wide technologies and engineering and equipment supply.



## Risk Management

**5. The project is based on the conditions of sale cash only:** Manufacturers of raw materials (field crops) will receive funding in advance for the operation and growth of the products.

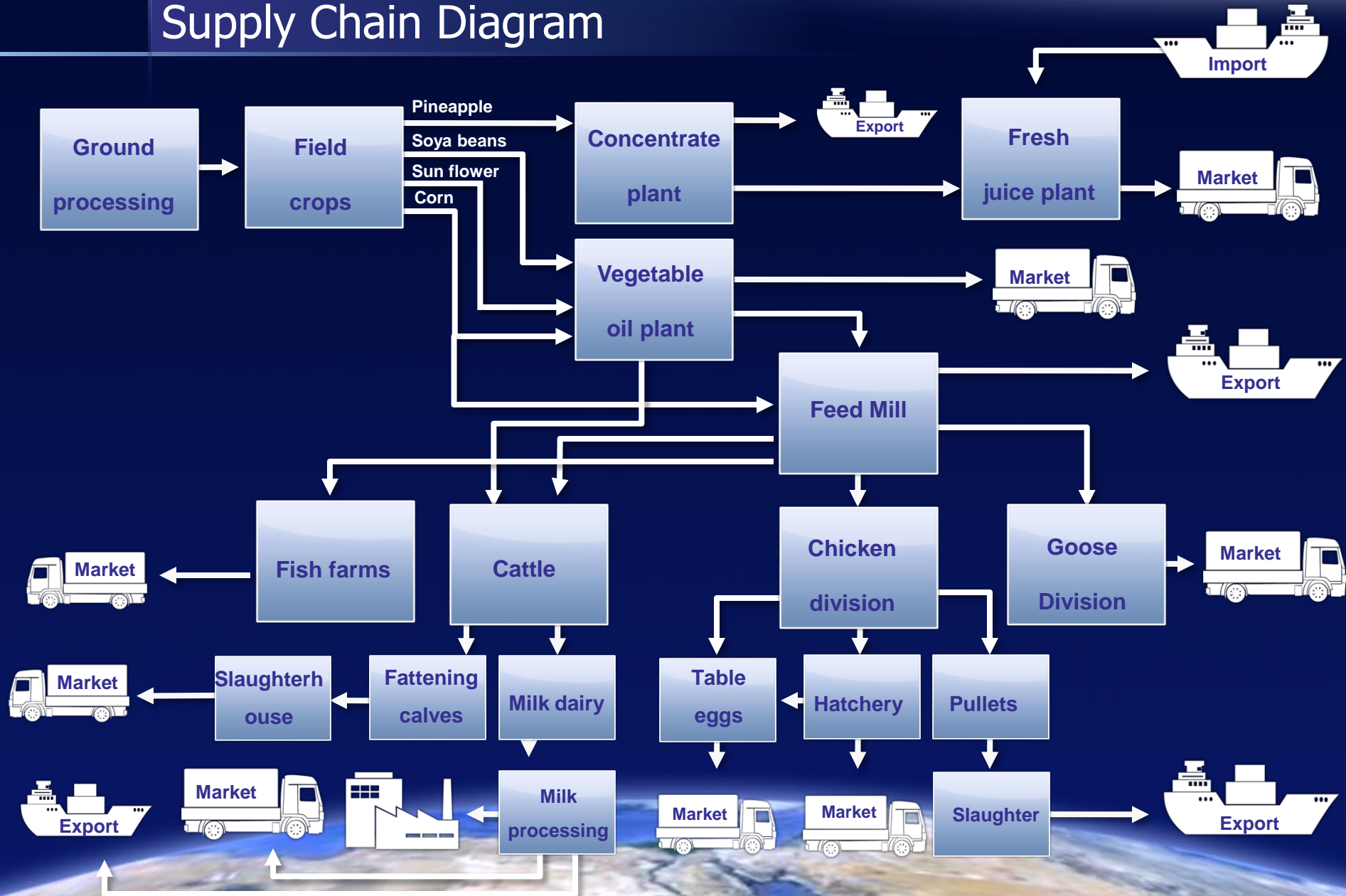
In that we contribute to raise the standard of living of the inhabitants driven agricultural sector force's migration to the cities and prevent the areas of production and supply problems due to lack of cash.

**6. The quality & Environmental Protection Program bring the project to the forefront of the most updated technologies/knowhow worldwide.**





## Supply Chain Diagram



“The Journey of a  
Thousand Miles must  
Begin with a Single  
Step”

Lao Tzu

