

TECHNO RESOURCE TRAINERS

Techno resource trainers is a professional organization conducting trainings for farmers and organization with the aim of increasing farm productivity and meeting the high environmental and code of production requirements currently being enforced globally. With the realization that agriculture is the engine for Africa's development, we have analyzed the many handicaps facing farmers which if addressed will increase the potentiality of the continent in agricultural production.

Techno resource trainers are finding and demonstrating ways of better managing the land through An inclusive and enthusiastic team of professionals dedicated to taking care of our environment working together with drive and integrity taking a flexible and open minded approach to gaining knowledge and sharing innovative solutions that shape our future of our region and increasing farmers' gains through innovation.

Techno resource trainers are training farmers in the aspest of FARMING AS A BUSINEES, aiming to change the people's attitudes and perception to embrace agriculture as a leading source of nutritional enrichment and income.

VISION

Becoming the leading organization in training farmers to understand correct crop production practices and adoption of the suitable current production technologies to enable them achieve the necessary skills and knowledge for increased production and sustainability. This aims at maximizing on the available resources and ensuring that they are used to achieve optimum yields.

MISSION

Integrating adoption of new efficient technologies in food production following guidelines from accrediting bodies such as EUREPGAP, KHEPHIS, and NEMA. This is through ensuring correct technology transfer linking research advances, seed producers, agrochemical manufacturers and marketers/ consumers, using a language which farmers can understand to achieve more productivity in farming operations.

AIMS AND OBJECTIVES

1. Poverty eradication and raising the people's standards of living.
2. Food security and raising people's nutritional health standards.
3. Promotion of investment potential by producing products for processing
4. Work towards achievement the UN millennium development goals.
5. Bridge the income disparity gap between rural and urban dwellers.
6. Achieve the national goals of increasing self-employment and job creation.
7. Facilitate faster adoption of technology transfer from the research centers to the farmers.
8. Ensure proper utilization of pesticides and agrochemicals without jeopardizing the environment

PRODUCTS

Success in Agriculture have been designed as training guides to train practical skills on details required for successful production of agricultural produce. These guides focus on fundamental principles of sustainable agriculture, capacity building, rural community empowerment and proper adequate resource utilization.

SERVICES

Crop protection guidance and recommended spray programs
Farm planning, designing and budgeting
Soil and water conservation methods and schedules
Fresh vegetable and fruit Export procedures
EUREPGAP trainings and assistance for export of fresh produce.
Soil analysis and fertilizer recommendations
Crop protection training for company staff.
International food / crop standard procedures.

OUR FOCUS

It's a fact that 75% of Kenyan and sub Saharan African economy is agricultural based. The population engaged in agriculture is our main focus since they mostly engage in agriculture both for basic food and sustenance. Due to a poor perception of agriculture, many farmers have been left behind in adoption of new technologies and usage of evolving methods of increasing agricultural potential due to little focus on farm productivity.

Many youths completing education in institutions of learning have not been empowered to understand the requirements for profitable agricultural production and are engaged in daily search of scarce white collar jobs. The option of agricultural undertaking should be shown as a profitable option to the youthful group of population to compare with formal employment and should be understood as of national importance.

OPPORTUNITIES

The export market has opened new areas where there is ready market for fresh farm produce. The export market has stringent regulations that are often reviewed regularly which necessitate farmers to be sure that the practices they use meet the requirements of the export market. With a relevant well researched literature based on Kenyan models, the guides are aimed at promoting more user friendly practices. There is also a very weak link between seed sellers, agro-chemical sellers and farmers that makes it important for establishing a guide to link them and offer the exact requirements and increase productivity.

FLEXIBILITY

Being based on the regional practices that are on going, consultation, training, evaluation and continuing assessment of requirements and changing environment are available on request. Forums for answering any arising questions, further training, farm planning, tailor made instructions and brainstorming sessions are available from our organization's professional staff.

COMPETITIVENESS

Trainings are based on practical field experiences and not to theoretical books. Being connected to all the stakeholders who are the seed sellers, farmers and agrochemicals manufacturers it's able to easily disseminate the information that is necessary to improve on productivity and profitability of the farm holdings.

MARKET RESEARCH

Currently, the biggest problem facing new and existing farmers is lack of tailor made source of getting the required information for engaging in commercial production of most crop enterprises. It's very challenging to know the breeds, suitability, diseases and pest control and recommended management practices for profitable agriculture.

This is the tailor made guide that has the intent of purpose, authority and comprehensive enough to be used by both the old farmers and starters. It's also difficult for school leavers to believe that they can engage in agriculture and become successful without the detailed information to prove it.

SUSTAINABLE AGRICULTURE

Techno resource trainers embrace the whole farm approach since all parts of the farm are important for conservation. Tailor-made conservation plans are designed to suit the farm type, location and the farmer's aspirations, commitment and pocket. In partnership with the farmer, conservation bodies, farming organizations and government agencies zero/low cost management options where possible (conservation need not be costly) identification of appropriate grant sources and the understanding that conservation need not compromise the farm's commercial objectives is the guide.

Far-reaching changes are taking place in farming and the food chain. Public concerns are generating radical shifts in the way food is produced and reaches consumers. Both policy makers at every level and commercial stakeholders along the food chain face pressures for:- Food that is safe and healthy - and tastes good , Farming methods that are environment-friendly, Higher standards of animal welfare, Social fairness and responsibility,

Achieving these without sacrificing the economic gains from improved efficiency is what genuine sustainable agriculture is all about. In the sub-Saharan Africa, fighting hunger and poverty by increasing food production and raising incomes remain the priorities - again sustainability is the key. The safe and sensible use of new technologies must play a crucial role: without this progress will be impossible. Techno resource trainers have been established to provide information and consultancy on all aspects of science-based sustainable agriculture in the region. It aims to serve commercial and public sector clients by offering: Reliable information on the methods and outcomes of different approaches to sustainability for both crop and livestock production - with emphasis on the use of innovative technology, Research and consultancy to guide both public policies and commercial strategies in developing the role of sustainable crop and livestock production, and the essential linkages along the food chain. Technical services to assist both commercial and public sector organizations implement sustainable agriculture strategies, programmes and projects.

PRODUCT: SUCCESS IN AGRICULTURE

Success In Agriculture is a series of five books, which are farmer oriented to serve as practical illustrated reference farming guides. They serve as a complete farmers' package for emphasizing on farming as a business. Due to the many problems occurring in food production, the book serves to bridge the gap of information that brings together all the main requirements of successful farming. These guides cover all aspects of crop production from seed selection, soil management, irrigation requirements, pest and disease monitoring and the respective desirable interventions to control pests and diseases to ensure success in food crops production. These guides are targeted primarily at farmers producing both horticultural and field crops that serve to ensure food security in Kenya and the rest of Africa's developing countries who depend on agriculture for their livelihood for subsistence and commercial ventures.

MISSION STATEMENT

To help farmers succeed in the most dynamic and profitable crop enterprises by providing a one stop shop for needed information, thus reducing food insecurity and serving a continuously growing food market using simplified user-friendly guides. These guides have been designed with excellent simple to use instructions and illustrations using professional standards to serve the very active expanding market.

The crops have been identified due to the important role they play in ensuring food security, their high value and daily use in food preparation for their dietary and nutritive value to the lives of the consumers and expansion in the export market.

SUCCESS IN AGRICULTURE COVERAGE

Due to the many problems occurring in food production, changing weather patterns and increasing pests and disease pressure in the growing fields, the most important crops used daily for food preparation have been selected.

These guides cover the following crops.

- Volume 1. Growing capsicums (sweet/ bell and hot), eggplants (brinjals), potatoes and tomatoes.

Now more comprehensive guide showing you farming as a business with climate requirements, fertilizer regime and varieties suited to your soil. Training on budgeting and gross margin calculation, pest description and control, crop diseases and best control practices. Included is a complete irrigation guide, nutrition needs in human body and sources in addition, a current complete chapter on recommended agrochemicals and conditions of use. It also has the important minerals and vitamins needed in the human body and the various sources for healthier and better happier lives.

Discover How to make Millions

SUCCESS in AGRICULTURE

Growing Capsicums, Eggplants, Potatoes & Tomatoes



Vol 1

- Volume 2. Growing broccoli, Brussels sprouts, cabbages, carrots, cauliflower, kale/ collards, lettuce and spinach.

Great health concerns have made consumers need to know how food is produced. This is a comprehensive guide showing, climate requirements, fertilizer regime, irrigation and spacing requirements, crop pest description and control, crop diseases and best control. Included is an estimate gross margin to assist in enterprise selection and in addition, a current complete chapter on recommended agrochemicals and conditions of use. It also has the important minerals and vitamins needed in the human body and the various sources for healthier and better happier lives.

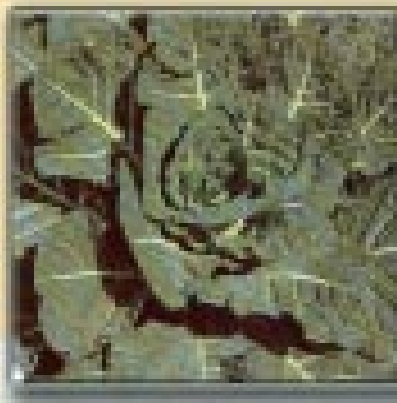
SUCCESS IN AGRICULTURE VOL. 2

Discover How to Make Millions

SUCCESS IN AGRICULTURE

Vol. 2

Broccoli, Brussels Sprouts, Cabbages, Carrots, Cauliflower, Kale, Lettuce, & spinach



Now the only comprehensive, practical, user friendly, guide to achievement in commercial agriculture

- Volume 3. Growing French beans, garlic, leeks, okra, onions and snap/ sugar peas.

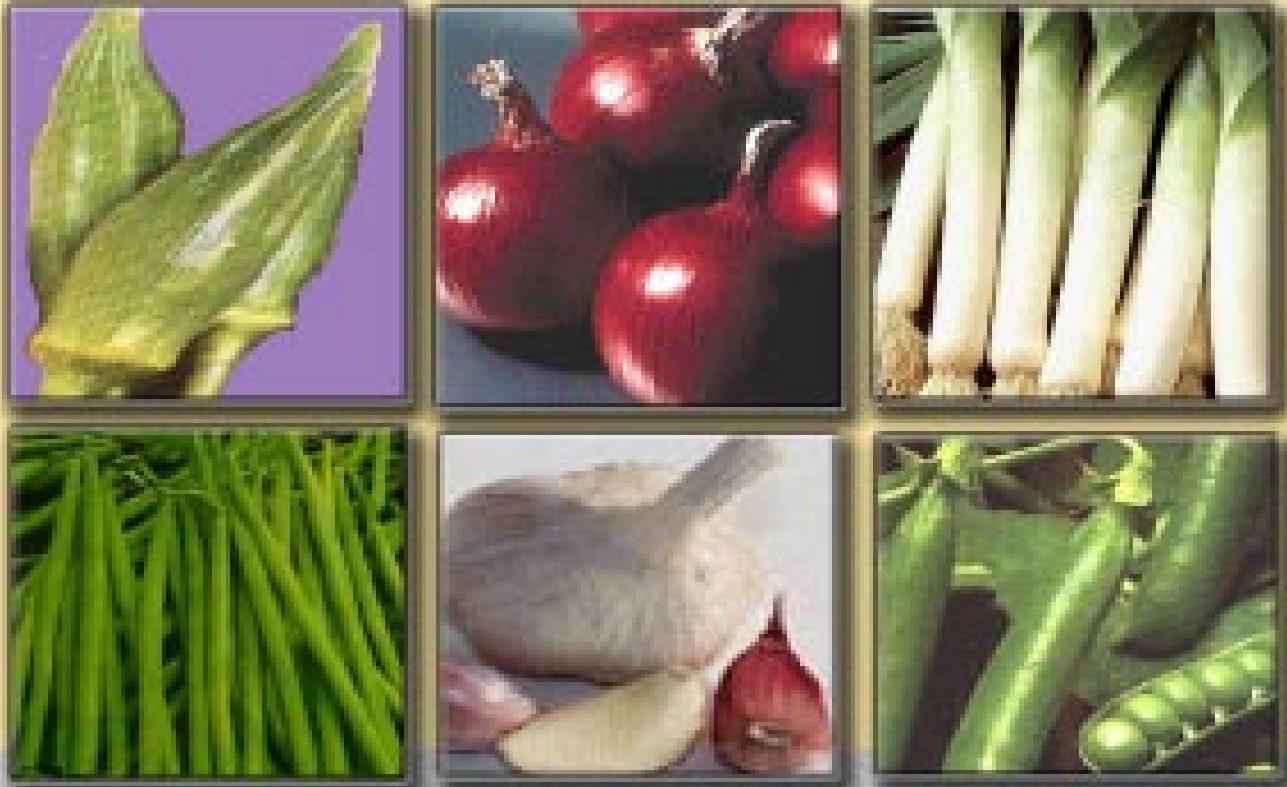
With export market becoming more restrictive to crops grown without following correct practices, this is one stop guide to, climate requirements, fertilizer regime, eurepgap requirements , current crop pest description and control, crop diseases and best control. Included is an estimate gross margin to assist in enterprise selection and in addition, a current complete chapter on recommended agrochemicals and conditions of use. It also has the important minerals and vitamins needed in the human body and the various sources for healthier and better happier lives.

Discover How to Make Millions

SUCCESS IN AGRICULTURE

Vol. 3

Growing French beans, garlic, leeks, okra, onions & snow peas



SUCCESS IN AGRICULTURE VOL. 3

Now the only comprehensive, practical, user friendly guide to achievement in commercial agriculture

- Volume 4. Growing cucumber, courgettes, pumpkins, watermelons, squash and vanilla.

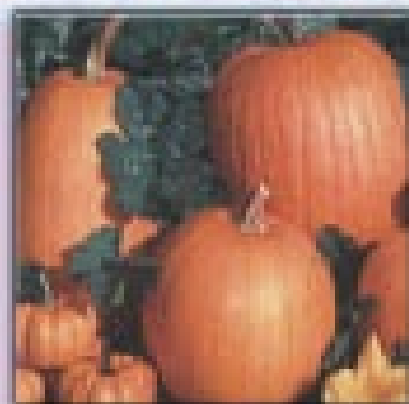
Decreasing land sizes and changing lifestyles have increased variety and choice of consumers. This is the best guide showing climate requirements, fertilizer regime, training and pruning, current crop pest description and control, crop diseases and best control. Included is an estimate gross margin to assist in enterprise selection and in addition, a current complete chapter on recommended agrochemicals and conditions of use. It also has the important minerals and vitamins needed in the human body and the various sources for healthier and better happier lives.

SUCCESS IN AGRICULTURE VOL. 4

Discover How to Make Millions

SUCCESS IN **Vol 4** **AGRICULTURE**

Growing cucumbers, pumpkins, squash, water melons & Vanilla



Now the only comprehensive, practical user friendly, guide to achievement in commercial agriculture

- Volume 5. Growing dry beans, cotton, maize, sunflower and wheat.

The most comprehensive guide showing you orchard design, climate requirements, fertilizer regime, training and pruning, grafting, crop pest description and control, crop diseases and best control. Included is an estimate gross margin to assist in enterprise selection and in addition, a current complete chapter on recommended agrochemicals and conditions of use. It also has the important minerals and vitamins needed in the human body and the various sources for healthier and better happier lives.

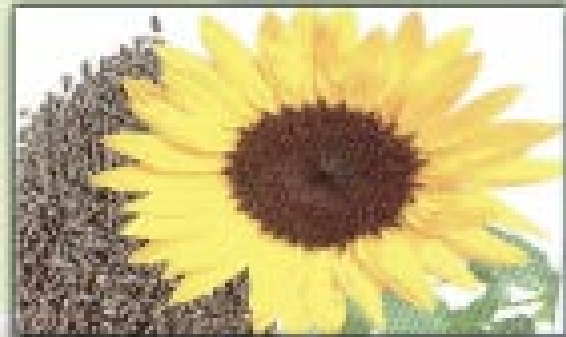
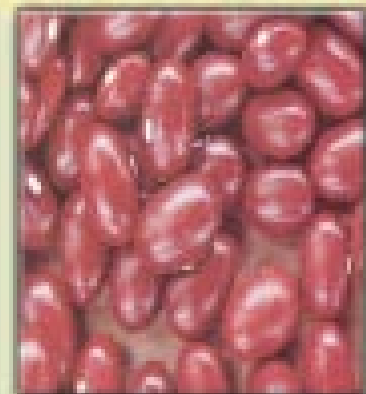
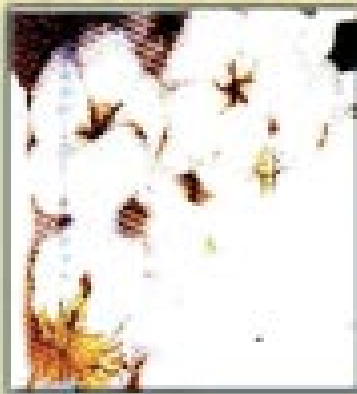
SUCCESS IN AGRICULTURE VOL.5

Discover How to Make Millions

SUCCESS IN AGRICULTURE

Vol. 5

Growing dry beans, cotton, maize, sun flower & wheat



Now the only comprehensive, practical, user friendly, guide to achievement in commercial agriculture

- Volume 6. Growing apples, avocado, bananas, citrus, macadamia, mango, passion fruit, pawpaw, pineapple and strawberry.

The most comprehensive guide showing you orchard design, climate requirements, fertilizer regime, training and pruning, grafting, crop pest description and control, crop diseases and best control. Included is an estimate gross margin to assist in enterprise selection and in addition, a current complete chapter on recommended agrochemicals and conditions of use.

Discover How To Make Millions

Success In Agriculture

Vol. 6

Apples, avocados, bananas, mangoes, macadamia nuts, passion fruits, pineapples, strawberries & oranges



Now the only comprehensive practical user friendly, guide to achievement in commercial agriculture

The crops covered in the guides comprise the highest percentage in our daily food intake.

These guides have excellent in depth details on:

- Selection and choice of crop growing enterprises.
- Variety characteristics and suitability.
- Identification and visual description of pests and their damage to crops with excellent control practices (with color photos).
- Visual description and identification of commonly occurring diseases, effect on the crops, and the correct choice of control practices (with color photos).
- Proper methods of farm planning and recommended crop rotation programs.
- Weed control and various agronomic practices on the crops.
- Correct crop nutrition with excellent ways of soil testing, importance, crop fertilizer requirements and deficiency signs of crop nutrients.
- Identification of stages of harvesting, post harvest practices and identification of markets.
- Vitamins and minerals required in the human body, their importance and various sources.

TARGET MARKET:

Success in Agriculture is written in English and its core target is the age group of 20 - 65 years male and female farmers engaged in both subsistence and commercial agriculture.

The opening of new markets and free movements of agricultural produce is creating more opportunities. Most of these farmers are literate and aspire to improve their productivity and profitability by adopting new methods of farming and others engaging in production targeting the export market into the European Union (EU), Asia and U.S.A which is opening new market fronts.

Many farmers are engaged entirely in agriculture and are continuously seeking the most efficient cost effective and profitable methods of food production. Farming is continuously being confronted by the complex problem of pests and diseases, which are major, concern to increasing their productivity giving these guides the most competitive edge in the market.

The secondary target users are the many refugees displaced by war from their countries and on return home would wish to rebuild a productive life by growing crops since little capital requirement for start and serve as food security. Other potential users are retrenched workers and new farmers such as school leavers who will be seeking more profitable lifestyles due to the limited opportunities available for employment.

How success in agriculture works.

1. FARMER ORIENTED:

Success in agriculture is the only comprehensive guide that talks directly to the farmer on daily issues affecting them and giving them workable solutions by combining bits and pieces of all information needed by the farmer.

2. PRACTICAL AND ILLUSTRATED:

All the illustrations, guides, descriptions, photos and practices identifies with farmers encounters on daily basis thus would encourage them since they are continuously seeking ways to perfect their work for increased profits.

3. QUALITY.

Success in agriculture ensures that crops produced with these excellent guides follow the strict quality for maximum residue levels (mrl's) and food quality as stipulated by the Pest Control Products Board of Kenya (PCPB) in the usage of pesticides, by indicating clearly on the correct pre- harvest intervals after application of pesticides and the pests controlled.

4. RESPONSIBILITY.

Success in agriculture ensures that correct integrated pest management (IPM) practices are encouraged to ensure less usage of pesticides, use of correct soil conservation measures and sustainable production through use of correct crop rotations.

5. USER FRIENDLY.

All the text used is in simple comprehensive English with use of common trade names for any reference on pesticide recommendations on control of local pest and diseases. It is a complete comprehensive guide with all necessary issues covered.