

Cabbage Farming Business Plan (Kenya)



Executive Summary

Cabbage farming is one of the most profitable ventures in Kenya, offering high yields within 3 months. Gloria F1 hybrid cabbages are the most popular variety due to their resistance to pests, compact heads, and suitability for local and export markets. This business plan provides a step-by-step guide covering costs, production plan, and expected returns.

Market Analysis

Demand for cabbage remains high throughout the year from households, hotels, schools, and institutions. Peak prices are observed in dry seasons when supply is low, making staggered planting an opportunity for farmers to maximize profits.

Production Plan

• Land Preparation: Plough and harrow the land to a fine tilth. • Seed Rate: 120–150g per acre. • Spacing: 60 × 45 cm for medium heads, 60 × 60 cm for larger heads. • Fertilization: Apply DAP at planting, top-dress with CAN/Urea after 3 and 6 weeks. • Pest & Disease Management: Control diamondback moth, aphids, and black rot using IPM and recommended chemicals. • Harvest: 75–90 days after transplanting.

Cost & Profit Projection (Per Acre)

Item	Estimated Cost (KSh)
Land Preparation	15,000
Seeds (Gloria F1)	6,500
Fertilizers (DAP, CAN, NPK)	25,000

Pesticides & Chemicals	15,000
Labor	30,000
Irrigation & Misc.	10,000
Total Cost	101,500
Expected Revenue	200,000 – 300,000
Net Profit	≈ 100,000 – 180,000

Risk Management & Marketing

Pests and diseases pose the main risk; integrated pest management (IPM) and crop rotation help reduce losses. To avoid price fluctuations, farmers should stagger planting or engage in contract farming. Marketing strategies include selling directly to open-air markets, wholesalers, hotels, and schools, or aggregating produce with other farmers for bulk sales.

