Can a crowdfunding platform help to rejuvenate the Jamaican livestock market while increasing the localization of their food supply chain?

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MOO-LA INVESTMENT GROUP

Our mission is to create an accessible, secure, and a resourceful investment platform for everyone to invest in farmers who produce quality foods for competitive returns.

INVESTING IN THOSE THAT PRODUCE FOR US

Our vision is to leverage technology and our expertise to expand productivity and maximize with economic opportunities within the agricultural industry.

Abstract

Moo-La Investment Group's mission is to connect local farmers in Jamaica to local and foreign direct investors in the United States. Developed and headquartered in the New Haven County of Connecticut, our goal is to create employment and investment opportunities within the state. Our business model allows investors to enter the agriculture sector by funding farmers with the resources to operate a successful farm. In return, our investors will be rewarded with above average return on investment. On the other hand, the farmer benefits from a sustainable income, advanced agricultural training, and increased productivity. This crowd farming business model is also beneficial to countries like Jamaica who face economic challenges. Benefits include, job opportunities, localizing the food supply chain, and access to capital. Through technology, investors and farmers are connected through an Online platform called Moo-La Invest. Our platform is designed to facilitate a safe and secure investment transaction on each personal user profile, monitor investment portfolio, provide newsletters and updates, and connect with the local team for a personal touch. In addition to the funds and transactions the Moo-La Invest application will include a contractual arrangement between the investor and Moo-La Investment Group. The day to day operations will be based in Connecticut and Jamaica to oversee all aspects of the business model and to ensure deliverables are met.

Introduction

Moo-La Investment Group recognizes there is a gaping hole that exists in Jamaica's agricultural market. The beef market is a sub sector of agriculture that is currently on a decline when it comes to local production. Approximately, ninety four percent of beef is imported to Jamaica on a yearly basis. That means local farmers contribute to only six percent of the market. Ironically, the island of Jamaica is capable to produce more due to its geographical location and tropical climates to produce, supply, and sustain the beef industry. It is the third largest island in the Caribbean Ocean and its location has been beneficial for imports and exports of foreign goods. Economically and socially, farmers are limited with the resources and the capital to start and maintain a farm with cattle or cash crops. As a result, the unemployment rate is currently nine percent and growing. For most lenders and financial institutions, farming is considered a liability, which prevents the agricultural industry from moving in a positive direction. There is a need for improvement in the agricultural industry and economic stability of Jamaica and local families. Recently, large investors have seen the need for improvement and are currently taking the steps towards creating opportunities for locals, and improving the economy. Billionaire Michael Lee Chin, an entrepreneur and Jamaica native, recently invested in Jamaica's agricultural sector and purchased three thousand acres of land for local and overseas consumption. Moo-La Investment Group recognizes the opportunity to contribute to the reconstruction of Jamaica's agricultural sector and the long term impact for investors, locals, and the economy. We plan to be a part of the change.

Problem

- Unemployment Rate
  - Jamaica 8%
- Lack of Funding and Opportunity
  - Forbes magazine reported on the issue.
  - Banks & other lending agencies consider farmers **unbankable**
- Localizing Food Supply Chain & Increase Export Activities
  - The Caribbean imports approximately 80% of its food and vegetable
  - Connecting the Caribbean agricultural markets through trades
  - Better quality food with less health implications

Proposed Method

Moo-La Investment Group is a financial company designed to reshape the way agricultural investment is done. Farmers currently face a challenge in securing loans to expand their cattle farming business. On the other hand, investors are seeking opportunities that yield great results and diversify their investment portfolio. To resolve this discrepancy, we aim to bring investors directly to the farmers through a crowdfunding platform. This platform creates a partnership between the investor and the farmers while MIG acts as a facilitator throughout the cycle.

1 INVEST

REGISTER ON OUR WEBSITE OR MOBILE APP TO INVEST IN FREE-RANGE COWS THAT WILL TAKE APPROXIMATELY 6-12 MONTHS TO MATURE AND PRODUCE A ROI.

2 TRACK

MONITOR YOUR PORTFOLIO BY LOGGING INTO THE MOOLA INVEST ONLINE DASHBOARD AND ALSO RECEIVE UPDATES ABOUT THE FARM, METHODS USED, AND GROWTH.

3 SELL

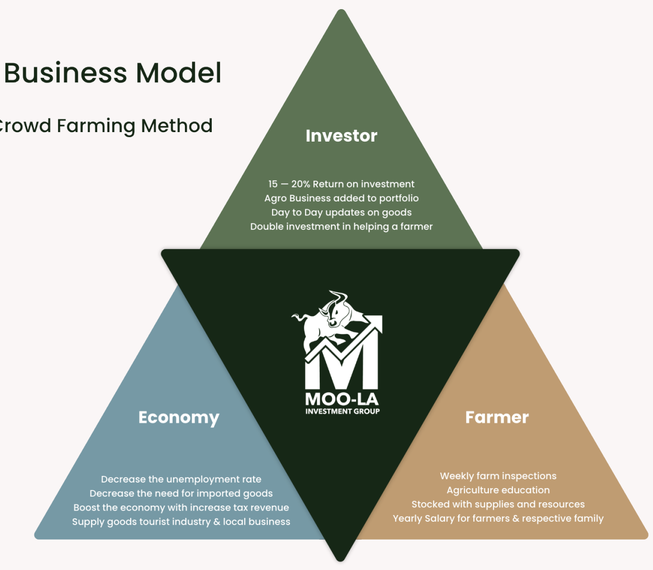
AT THE END OF THE TERM, YOUR PRODUCE IS SOLD FOR MAXIMUM PROFIT.

4 PROFIT

WITHIN 6-12 MONTHS, YOUR ORIGINAL INVESTMENT & ROI IS PAID BACK TO YOU. REINVEST & GROW YOUR PORTFOLIO.

The Business Model

The Crowd Farming Method



Performance Evaluation Results and Discussion

A Small study was done to evaluate the process partnering a with a local farmer to raise two cattles. The process was successful and we were able to generate approximately 36% gross profit.

Throughout the process we learned that placing the cattles into a feedlot once they reach a certain age using the (cut and carry grass method). Also, processing and distributing the meat improve gross profit to approximately 150%

One Small Farm

We supplied a small farmer with 2 cattle

Paid $80000 JA Ea($592 US)* 2 = $1184

12 Months Later sold Ea $125000 ($925)*2 = $1850

Profit $666 (Farmer $333 / Investor $333)

Distribution

- Independent store front
- Supermarkets
- Hotels
  - Tourism industry was on a raise before covid
  - Majority of the people who visit is from the United States
  - As the country opens after covid so will demand again

Conclusion

The industry of crowdfunding is in the growth phase around the world. While it is leverage in various sector there is proven results of this methods. Company Livestockweath launched in 2015 with only 26 cattle, generated over 1.6 million in ROI for their investors and 1.3 million is in cattle. In addition, Farmcrowdy from Nigeria is using these method and also see tremendous results. They launched in 2016 and raised 1 million in seed fund in the United States. Now they are one of the largest food producers in Nigeria. While the Jamaican market is smaller than those of Africa, I do believe the model is scalable through the Caribbean. The intention is to continuous study and add more profitable commodities to the platform over time. As the platform grow so will the industry and countries food production.

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