

# 7 Biggest Mistakes To Avoid When Starting a Grasscutter Farm



# INTRODUCTION

I intend to make this introduction short so here we go...

For those of you who do not know me, my name is Chinedu Eluwa and I am privileged to be the National President of Grasscutter Farmers Association of Nigeria.

I am privileged to breed, handle and profitably make lots of money selling Grasscutters.

I started doing this 8 years ago...

And over the last 8 years I have been able to build my Grasscutter Farming business to a 7 figure business. 20<sup>th</sup> of March 2020 made it exactly 8 years and I have learnt quite a lot.

Here are 7 biggest mistakes you should avoid making when starting a Grasscutter farming business....

# MISTAKE 1

## DON'T START A GRASSCUTTER FARM FOR FUN - START FOR PROFIT

I know how cute and amazing Grasscutters can be. Some of my customers who have bought their breeding stocks from me bought it based on how wonderful it would be to have the elusive Grasscutter as a Pet.

Some even hunted it when they were still young and in the village.

As cute as that can be, I will advise you to see beyond that perspective.

The demand for Grasscutters both for food and for breeding is in the increase.

Often times we cross into our neighboring countries like Ghana, Benin, Togo etc to be able to supply the demands.

Imagine selling a colony of Grasscutter for N79,000?

That's for 1 male and 4 female rodents. If you sell 10 colonies to breeders you have N790,000 and that is for weaners. Now imagine where you sell ready to mate for as much as 120,000? At 10 colonies we will be talking about N1,200,000.

This is the more reason why you should shift your thinking from Pet to Profit.

## MISTAKE #2:

# DON'T START A GRASSCUTTER FARM WITHOUT A BUSINESS PLAN

No matter how small your Grasscutter Farm is, do not, I repeat, do not start a Grasscutter farm without a written business plan. Your business plan can be as short as 1 page. The most important thing is that you spell out what you intend to achieve by starting your Grasscutter Farm, Who you intend to sell to, where they live, how best to reach them etc.

Your Business plan is what actually pulls you up when it seems like things are not going the way you want.

Your business plan on a more sophisticated level is what you will use to access funding whenever the need arises because any serious investor who is keen on investing in your business would like to see your plan of action and how you intend to execute it.

For a bankable Grasscutter Business Plan, you can swipe my **“Grasscutter Farming Business Plan Template.”** It is a business plan I use to access grants and loans.

## MISTAKE #3:

# DON'T START A GRASSCUTTER FARM WITHOUT ADEQUATE KNOWLEDGE ON HOW TO BREED, HANDLE & PROFITABLY SELL THEM

There are 3 recommended steps for starting a Grasscutter Farm...

- a. Learn how to breed, handle & Profitably sell Grasscutters
- b. Build an appropriate Housing for them
- c. Stock the Farm with the *Thryonomys Swiderianus* specie

In my 8 years sojourn in this industry (20th of March made it 8 years since I started my Grasscutter business) the most common way I see people start a Grasscutter Farm is B,C,A.

**They build the housing system, they stock their farm and they learn how to start breed, handle & profitably sell Grasscutters. From the order, do you think they are doing the right thing?**

well I guess your answer is same with mine.

What this does is that sooner than later they fall into a challenge that they could easily handle if they started right. I remember one of my Customers at Awka who started same way. After building his cages, he bought his animals from me. The next day he called me and started shouting that the Grasscutters were wild and he suspects I caught them from the bush and sold to him all because the rabbits I supplied alongside the Grasscutters immediately adapted to the farm while the Grasscutters were still busy exhibiting hysteria.

I couldn't stop laughing. I went ahead to school him that Grasscutters are hysterical by nature and when they are moved from one farm to another, the stress of the handling, boxing and transportation takes a toll on some of them causing them to exhibit their natural hysterical actions.

I told him to relax and give them sometime to adapt. This and many more are things that starting the right way will help you know.

The best way to get adequate knowledge is to read a **comprehensive Grasscutter Farming book, Video course, group coaching or 1 on 1 LIVE training**. When done right, you position yourself to succeed.

**MISTAKE #4:**  
**DON'T DEPEND ONLY ON YOUR**  
**GRASSCUTTER FARMING BUSINESS**  
**AS YOUR ONLY INCOME SOURCE**  
**EXCEPT YOU HAVE OVER 40**  
**BREEDING FEMALES**

it takes about 11 months for 1 female Grasscutter to multiply.

Can you afford to just fold your hands for 11 months and wait for your females to multiply so that you can start selling? That would be a bad move if you ask me, except you have 40 breeding females and above. To maximize the time in between, what I suggest you do is to combine that your small scale farm with another micro-livestock business with say poultry business of maybe broiler production or layers for egg production. You can also combine it with Catfish farming or rabbit farming.

The point is to generate income for your farm while you wait for your Grasscutters to litter (Except you bought ready to mate animals).

Start your Grasscutter Farming business alongside another micro-livestock business that will generate income before your Grasscutters litter.

## MISTAKE #5:

### DON'T WAIT TILL YOUR ANIMALS ARE READY FOR SALE BEFORE YOU START MARKETING THEM.

Selling your animals start from the day you receive your first breeding stock into your farm. Because of how easy it is to promote our business these days using digital marketing, I encourage everyone that buys breeding stocks from me to record their first experience transferring the animals to their new cages from the transport boxes and also more educative videos of them along the journey.

The point is for you to generate content which can be used to showcase your business to your friends on social media and Instant messengers.

The point is that like we already know, Content is king, if that is the case, we can create content daily, weekly, monthly and share with our friends so they know what we are actually up to, that is the cheapest way to market your farm.

What happens is that those who see what you do who are interested will reach out to you before your animals give birth. Or you can even refer them to other farmers with available stock and earn a commission for the referral.

You can create these contents using text, video or audio. The most important thing is ensure you create those content and use it to market your farm before the animals are even ready for sale.

**MISTAKE #6:**

**DON'T EVER NEGLECT**

**DOCUMENTATION/BOOK KEEPING IN**

**YOUR FARM**

Ensure that you document anything you observe in your farm.

Did you see your Grasscutter mating? document it.

Did you see the animal giving birth? document it.

Is the animal sick? document the symptoms.

Often times when you would want to reach out to your mentor for help on an issue, the best way to do that is by sending them an image or a video of your observation.

This ensures that you have data available for discussion and learning.

Document your journey.

## MISTAKE #7:

### DON'T JUST SEE YOUR GRASSCUTTER FARM AS JUST A 'FARM,' SEE IT AS A BUSINESS

Don't just see it as a Farm, see it as a business. A business is a living entity that has its own life. Do well to give it the necessary nutrients it needs to grow. Ensure that everything that is going to ensure the success of the business is provided.

This is not a guarantee of no challenges, hell no, this is a guarantee that you will grow from the challenges.

A business does expenses. If you ask me, I will say that your biggest and most important expenses apart from feeding should be your Ad budget. Spend money to advertise your business.

Advertisement will help to fast-forward the growth of your business by showing what you do to more people beyond your scope of influence.

Don't dash Grasscutter to people except it is with an underlying intention. A lot of people when they hear that I breed Grasscutters, will start demanding for Table size Grasscutters forgetting that I sell these animals to feed myself, family and fund my other expenses. These people will not think from the angle of... "let me buy 1 Grasscutter from Eze-Nchi to support his ministry."

Take care of your business and it will take care of you.

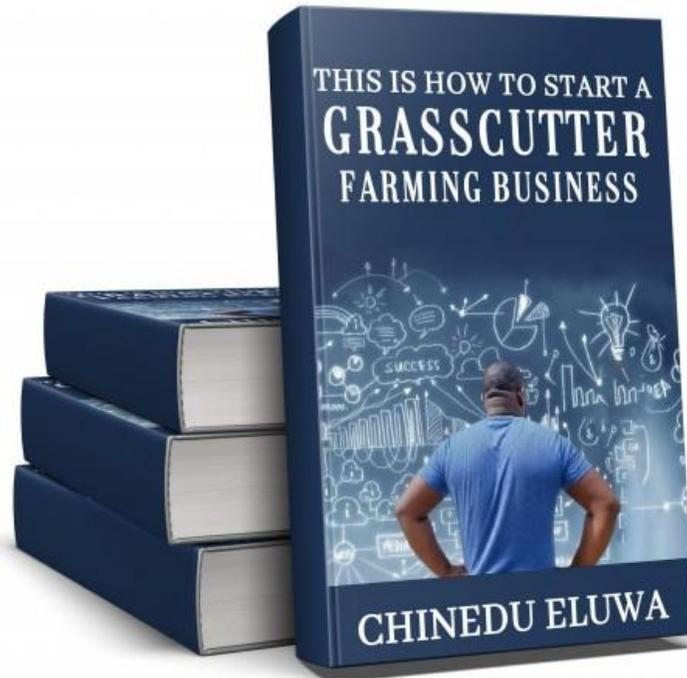
# CONCLUSION

Thank you for reading this E-book I hope you found it helpful. If you're also interested in learning the following...

1. 3 Questions you must answer before you start a Grasscutter Farm
2. How much you need to start a Grasscutter Farming business.
3. Tools you need in your Grasscutter Farm
4. How to build appropriate housing for Grasscutters
5. Measurements for building Grasscutter cages
6. The best specie of Grasscutters to start your farm with
7. Mistakes to avoid when starting a Grasscutter Farm
8. Why you should have a business plan for your farm
9. How to source for good breeding stocks
10. How to stock them when they arrive

For your sake, I've made it very easily affordable...

You can learn them For ONLY N1,000 from the E-book titled **“This is how you start a Grasscutter Farming Business”** ...



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