

AGRICULTURAL ENTREPRENEURSHIP TRAINING PROGRAM





KNOWLEDGE IS POWER

Most smallholder farmers produce food for their families, but at the same time, almost all smallholders sell a portion of their produce into various markets and that level of market sales is growing. Besides, in developing countries, there is increasing pressure on small farmers to commercialize their operations. This means that the goal will be sustainable productivity and enhanced profitability. Within this context, small farmers are working towards being, or already are, agricultural entrepreneurs.

T-TRAINING and ICAF has created an Agricultural Entrepreneurship Training Program for smallholder farmers and farmer beginners so that people of the land can increase their income by using the land, water and sun in a sustainable and profitable manner and so that future generations can continue to raise their children and grandkids on the land.

And to help poor farmers turn into better business people.

This training is focused on small acreages that allow a small farmer or a family to make enough money to sustain themselves and save our land for agricultural activity that benefits local communities.

Farmers need basic skills that they haven't had the chance to learn. Not every farmer will become an agribusiness specialist but institutions can help them to cope with the new market place. Therefore, ICAF and T-TRAINING developed this course as part of their commitment to improve the quality of agricultural force at all levels.

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Module 1

The Concept of Farming as an Entrepreneurship

Overview

All over the world agriculture is increasingly driven by the market. For small-scale farmers to survive they need to know how to manage their farms in the market place.

Development of entrepreneurial mind set and start a business requires an enterprising mind, a mind that is able to notice opportunities and exploit them. Entrepreneurs take ideas and convert them into business ventures. What a farmer requires to be an entrepreneur is courage and passion. It is possible with a little guidance.

The broad objective of this module is to inculcate entrepreneurship skills.

Outcome

1. Definition of terms: business, entrepreneurship, entrepreneur, businessman;
2. Understanding the farmer as an entrepreneur;
3. Elementary skills for starting the business;
4. Sourcing for information (importance of information);
5. Importance of planning;
6. Networking, collaboration, building partnerships; and
7. Factors that make businesses fail/succeed.

Module 2

Planning a Farm Business

Overview

Although the term “strategy” is commonly used by businesses worldwide, it is not commonly used in smallholder commercial agriculture in developing countries. A well thought out strategic plan allows farmers to communicate with the outside world.

Strategic planning is a critical process because it allows small farmer to state the goals of the business on paper which can more easily be pursued than those that are in the mind.

Outcome

1. Appreciate the importance of planning for a farm business;
2. Appreciate the essential elements of the planning process;
3. Understand the importance of an entrepreneur approach to farm business planning; and
4. Be able to carry out the strategic planning process for the farm business.

Module 3

Risk Management In Farming Business & Agripreneurship Behavior

Overview

This module looks at the concept of risk, the risks associated with family farm businesses, and strategies of managing risk at the farm level.

As well as introduces the concept of agripreneurship and differentiates it from entrepreneurship, success factors; role models in agribusiness and their success stories.

Outcome

1. Understand the different risks that farmers face in the business of farming;
2. Identify risk factors and success factors in the business of farming;
3. Distinguish between agripreneurial and entrepreneurial behaviors;
4. Practice creativity and innovativeness in agribusiness.

Module 4

Farm Business Financial Management & Production Economics

Overview

Just like in other businesses, farmers handle considerable amounts of money in their businesses. Money must be managed effectively to ensure that it is available for expenses, improvements, and growth of the business.

For many farmers, income is both irregular and unpredictable. Therefore, farmer have to exercise prudent financial management in order for their businesses to succeed. Prudent financial management on a farm business translates to using limited financial resources in a way that maximizes return or profit.

Outcome

1. Appreciate the importance of financial management in a farming business;
2. Understand the concept of farm budgeting and the components of a farm budget;
3. Be able to prepare and analyze the profit and loss account;
4. Understand budget preparation processes and guidelines; and
5. Explain the concepts of production, production function and its mathematical representations.

Module 5

Farm Operations Management

Overview

Management involves planning, organizing, leading, directing, and controlling of business operations to achieve organizational objectives.

This module focuses on basic elements of operations management, their application in farming business, and the role of farmer in operations management.

Outcome

1. Understand the basic functions of management;
2. Be able to apply management principles in farming operations;
3. Be able to make informed operational decisions in a farm business;
4. Understand and exploit the inter-linkages amongst different activities of the farming business; and
5. Understand the roles and responsibilities in operations and management of the business.

Module 6

Marketing of Farming Products

Overview

Businesses can only talk about revenue and profit when the products they produce are sold. For products to be sold, the business has to find a market at the right time. To get attractive markets, the farm business needs to put effort and skill into identifying and evaluating markets, marketing channels, resources, and strategies.

This module deals with the marketing concept and its importance in farm business. It also highlights the nature of agricultural markets and how farmers involved with farm business can market their products successfully.

Outcome

1. Understand the concept of marketing;
2. Understand the importance of marketing in farm business;
3. Understand characteristics of farm products;
4. Evaluate different target markets and marketing channels for farm products; and
5. Make informed marketing decisions.

Module 7

Introduction to Animal Production

Overview

This course module exposes learners to the basic principles of animal production so that they can understand the factors that influence the productivity of farm animals.

Definition and introduction to the field of animal husbandry; land use in relation to livestock production; effects of climate on livestock; livestock distribution; principles of animal breeding and nutrition. Dairy and beef, sheep and goat, poultry (chicken), pig and rabbit, and beekeeping production systems and their routine management practices breeds, feeding, housing and equipment and records. Handling, processing and marketing of livestock products.

Outcome

1. Acquire the necessary knowledge for profitable animal production practices;
2. Produce farm animals to cater for the protein needs of the population; and
3. Apply principles for preventing and controlling pests and diseases of farm animals and improve the productivity of the farm animals.

Module 8

Introduction to Horticulture

Overview

This module introduces learners to the principles of horticultural crop production.

Definition of horticulture; divisions of horticulture; a crop to be a horticultural crop; importance of horticultural crops; nursery establishment and management (siting, preparation, layout, etc.); propagation structures (greenhouse, hotbed, cold frames); plant propagation by either seed or vegetative structures; plant characteristics; variety & cultivars; harvesting, storage & marketing.

Outcome

1. Display a good command of the basic terminologies used in horticultural crop production;
2. Describe how various horticultural crops are grown; and
3. Describe the basic principles of horticulture marketing.

Module 9

Post-Harvest Handling of Agricultural Products

Overview

This module enables the learners to use knowledge and skills in reducing post-harvest losses and adding value to agribusiness products.

Overview of post-harvest technologies in agribusiness; post-harvest handling and losses of agribusiness products; importance and advantages of post-harvest handling; cleaning, packaging, distribution and transportation.

Outcome

1. Explain basic post-harvest handling techniques of agribusiness products within their catchment;
2. Maintain and improve agribusiness products' quality; and
3. Enhance food quality and reduce post-harvest losses.

Module 10

Food Processing and Preservation

Overview

This module aims to equip the learners with knowledge and skills on the application of basic processing and preservation methods of food.

The role of food processing and preservation in farming; processing of selected products; food processing and preservation techniques; advantages and disadvantages of food processing and preservation.

Outcome

1. Explain the nature and importance of food processing and preservation;
2. Describe the different food processing and preservation methods;
3. Apply basic food processing and preservation techniques.

Module 11

Basics of Logistics Management

Overview

This module provides learners with knowledge and skills in the area of procurement, stores management, supply chain management, and logistics management.

Definition of procurement; purchasing procedures; inventory management; warehousing; organization of logistics; factors to consider in choice of logistic options for agribusiness; overview of procurement and disposal acts.

Outcome

1. Plan the logistics of a procurement system;
2. Simple basics of inventory management and warehousing; and
3. Procurement process awareness.

Module 12

Basics of Land, Forest and Water Resource Management

Overview

The purpose of the module is to equip the learners with basic awareness on sustainable land and water resource management.

Principles of land resources; water resource development, conservation and improvement; planning strategies for irrigation; water logging and salinity issues; drainage of irrigated soils.

Outcome

1. Explain the principles of land resource management;
2. Explain the principles of water resource management; and
3. Describe the conservation and improvement of water and land resources.

Module 13

Fundamentals of Crop Science

Overview

The course module aims to provide an overview of the basic concepts in crop science.

Definition; growth habits; factors affecting growth; and pests of major crop plants of the tropics; plant form and function; crop life cycle; specific crops; advances in crop production; plant protection.

Outcome

1. Describe the growth and development of crops;
2. Describe factors affecting plant growth and crop production; and
3. Explain agronomic practices in crop production.







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