



Module 11: Agricultural Entrepreneurship

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Summary

Module Overview

Over the past 30 years, there has been a major shift in agricultural markets and the international trade of agricultural products. Essentially, the world is moving from local and national markets towards a global system of trading, which means that neighbouring farmers working small plots of land may be competing with large industrial farmers from another country in a single marketplace.

Within developing countries, there is an increasing pressure on farmers commercialise their operations. This change is driven by two key factors: (i) declining land size means that farmers need more intensive production systems to support their family needs and (ii) general modernisation calls for farming families to generate larger incomes to support their family needs in terms of medical support, education, transport, communications, and the rising costs of their cultural traditions.

To meet this drive for greater commercialisation, extensionists need to take on new skills to support the agro-enterprise needs of farmers. This includes working with individual farmers to develop farm plans and also to work with various levels of farmer organisations from groups to cooperatives in areas of market analysis, financing, sales, and building the business opportunities for their farming clientele.

This module has been designed to introduce extensionists to key terms and concepts required to understand how to introduce and strengthen agricultural entrepreneurship to farmers, farmer groups and agricultural businesses that support improved productivity and market engagement. This module provides a practical approach to improving the knowledge, skills and attitudes of extension agents as they seek to help the farming community to take on new enterprise skills.

Module Learning Objectives

After reading through the content in this module, you will be able to:

- Describe market types, market linkage methods, and common features of value chains.
- Identify key actors within value chains and ways they interact to form a value chain.
- Identify roles extension services can play to develop value chains.
- List various tools and methods extensionists can use to support value chain development.

Module Performance Outcomes

Upon completion of the activities in this module, you will have:

- Increased confidence in discussing key concepts within agri-entrepreneurial methods.
- Practiced identifying and defining your clients.
- Experience applying tools to assess the business skills of your clients.
- Experience applying methods to help clients describe their business opportunity.
- Developed a first level outline of the target business for a selected client/group within a target area.

Target Audience: It targets anyone who is currently working within extension and looking to improve their competence in providing quality extension services to build skills of farmers seeking to raise their agri-enterprise options. It is aimed at extensionists working with the public, civil society and private sectors in recognition of the progressively pluralistic nature of modern extension systems.



Units

Unit 1: Introduction to Ideas on Agri-entrepreneurship

- What is the role of the new extensionist in agri-enterprise development?
- Evaluating your entrepreneurs (clients).
- Defining the business idea.

Unit 2: Evaluating Key Skills Needed to Run a Business

- Diagnostic of basic competencies and skills needed to run a business.

Unit 3: Identifying Markets, Mapping Resources, and Business Planning

- Identifying market opportunities.
- Managing key activities and partners for your business.
- Business planning from canvas to business plan.

Unit 4: Financial Management, Sales, and Risk Assessment

- Sources of finance.
- Managing financial resources.
- Basics of sales.
- Risk assessment.

Unit 5: Record Keeping

- Operations record keeping (booklet).
- Financial record keeping (booklet).

Unit 6: Building your Business and Managing Relationships

- Putting plans into action and monitoring progress.
- Managing relationships.