



## **Module 11: Agricultural Entrepreneurship**

### **Lead Author Shaun Ferris**

### **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: (1) declining land size means that farmers need more intensive production systems to support their family needs and (2) 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 agri-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.

**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.

#### **Module Performance Outcomes**

After completing this module, you will be able to:

1. Explain the concept of agri-entrepreneurship;
2. Evaluate the key skills involved in running a business;
3. Identify markets, map resources and conduct business planning;
4. Explain the basic principles of financial management, sales and risk management;
5. Perform operations and financial record keeping; and
6. Explain how you would go about building a business and manage relationships.



## **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.