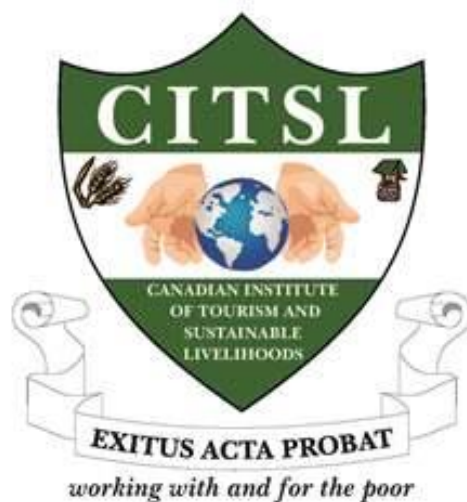


COMMERCIAL AGRICULTURE PROJECT ENTREPRENEURSHIP TRAINING COURSE OUTLINE: SMALLHOLDER FARMER'S CONTEXT

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ENTREPRENEURSHIP TRAINING: SMALL- HOLDER FARMERS CONTEXT

DAY ONE OF TRAINING:

WHAT IS AN ENTREPRENEUR?

Entrepreneurs **create** new businesses. They innovate and they are risk takers as well.

WHO CAN BE A SUCCESSFUL ENTREPRENEUR?

Successful entrepreneurs are/have:

1. Innovative
2. Integrity
3. Creative
4. Optimistic
5. Good networkers
6. Excellent negotiators
7. Customer oriented
8. Risk takers
9. Self-confident
10. Hard workers
11. Goal setters
12. Accountable
13. Positive attitude
14. A good customer service skills
15. Sound knowledge of their business and products

REWARDS OF BEING A SUCCESSFUL ENTREPRENEUR

1. Satisfaction of being your own boss
2. Financial independence

SOME RISK FACTORS OF BEING AN ENTREPRENEUR

1. Bad harvest
2. Post harvest loss
3. Lack of quality control
4. Supply higher than demand

EXERCISE ONE: END OF DAY ONE OF TRAINING

In groups or individuals, write on a flip chart or orally present the following scenario:

- 1.** Have you ever set a goal/s but thought that you could never achieve it/them?
- 2.** Did you end up achieving it/them? If you did, what was your inspiration and motivation of achieving it/them?
- 3.** If not, what was the obstacle that prevented you from achieving the goal/s? If you had to do it all over again what would you do differently to achieve the goal/s?

DAY TWO OF TRAINING:

MARKETING DEVELOPMENT AND MANAGEMENT:

OVERCOMING RISK

Pay attention to the Agronomy and BDS training you have received by:

1. Set goals, it will allow you to manage risk and create alternatives
2. Planting at the right time
3. Applying quality manure and plant protection
4. Harvest at the right time
5. Sort and grade your fruits and or vegetables
6. Transport & handle your fruits & vegetables with care to the market place and or cool storage
7. Pay attention to the fluctuation of market

FIVE RULES FOR AN ENTREPRENEUR

RULE 1: KNOW YOUR BUSINESS

Learn as much as possible about your business:

1. About your own strong and weak points
2. About your products and your customers
3. About the way of organizing your business
4. About your financial performance

RULE 2: TAKE RISKS BUT MINIMIZE THE RISK

1. Try new fruits and vegetable
2. Go slow: don't grow too many new varieties of fruits & vegetables
3. Don't try more than one or two new products at the same time.

RULE 3: FOCUSING ON YOUR CUSTOMER AND GOOD CUSTOMER SERVICE

1. Be attentive to your customers
2. Be able to determine customer needs
3. Be friendly
4. Be proactive
5. Value your customers
6. Maintain a good relationship with your community

RULE 4: BE CREATIVE AND MOTIVATED

1. Do what others don't do
2. Start where others stop
3. Spend enough time and energy in running your business

RULE 5: REDUCE WASTAGE

1. Proper use of time
2. Proper use of human effort
3. Proper use of raw materials
4. Proper use of waste (by-product, re-selling, recycling).
5. Proper use of amenities (water, electricity/generators etc.)

FINANCIAL PLANNING & ITS IMPORTANCE:

Financial planning is vital for success of a business. Success in financial planning increases profit which is responsible for the growth and survival of the business.

PRODUCTION MANAGEMENT & ITS IMPORTANCE:

Production management is an essential aspect of any business because it is responsible for increased productivity. It involves planning before production with a view of achieving financial gain and meeting customer needs.

OPTIMISM & ITS IMPORTANT:

Being optimistic means confidence, independence and assurance which are visible in the business world or just a mere personal development. When people see these qualities in you, they in turn give you their trust at any level.

NETWORKING & ITS IMPORTANCE:

Networking builds your visibility through collaborating with others. As an entrepreneur, making one or two customers happy could spread and bring you more business and expand your clientele.

NEGOTIATION & ITS IMPORTANCE:

Negotiation doesn't just make you happy because you got what you wanted, but it also makes the party happy because they got what they wanted. Having both parties happy after closing a deal creates friendship, trust, and the ability to establish and strengthen business relationships.

ACCOUNTABILITY, INTEGRITY & ITS IMPORTANCE:

Accountability and integrity are important values. They describe being responsible or answerable for an action, and making the choice to commit to honesty before being faced with choosing between right and wrong.

EXERCISE TWO: END OF DAY TWO OF TRAINING

In groups, write down the main characteristics for the two types of vegetables chosen by you and the groups. Fill in the Outline Worksheet for Quality Control with their description.

WORKSHEET FOR ON QUALITY CONTROL

When Harvested	
Maturity of fruits & vegetables	
Sorting and grading	
Transportation & Handling	
Storage practices	

TRAINERS RESOURCE MATERIALS

GERMINATION GUIDE

How long does it take for vegetable seeds to sprout? Here's a general germination guide for the most common vegetables.

Beans (dwarf) 7-10	Marrow 6-10
Beans (climbing) 7-10	Melons 6-10
Beetroot 10-14	Okra 10-14
Broad beans 10-14	Onions 10-14
Broccoli 6-10	Onions (Spring) 10-14
Brussels sprouts 6-10	Parsnip 21-28
Cabbage 6-10	Peas (Dwarf) 7-10
Capsicum (Peppers) 10-14	Pumpkin 6-10
Carrots 10-21	Radish 5-8
Cauliflower 6-10	Rhubarb 10-21
Celery 14-21	Silver beet 10-14
Chinese cabbage 6-10	Spinach 14-21
Cucumber 6-10	Squash 6-10
Eggplant 10-14	Swedes 6-10
Endive 10-14	Sweet Corn 6-10
Leeks 10-14	Tomato 10-14
Lettuce 6-10	Turnips 6-10

TRAINERS RESOURCE MATERIALS

SOUTHERN HEMISPHERE TROPICAL-SUB-CLIMATE: WHEN TO SOW VEGETABLE SEEDS

Vegetable	J	F	M	A	M	J	J	A	S	O	N	D	Weeks to Harvest
Artichokes	✓	✓	✓										20-28
Asparagus					✓	✓	✓						16-24
Beans dwarf		✓	✓	✓	✓	✓	✓	✓	✓	✓			8-10
Bean climbing		✓	✓	✓	✓	✓	✓	✓	✓	✓			10-12
Beetroot		✓	✓	✓	✓	✓	✓	✓	✓	✓			10-12
Broad beans					✓	✓	✓						18-20
Broccoli			✓	✓	✓	✓	✓	✓					12-16
Brussels Sprouts													16-20
Cabbage		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		8-16
Capsicum	✓	✓	✓				✓	✓	✓	✓	✓	✓	10-16
Carrots		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		16-20
Cauliflower	✓	✓	✓	✓									14-26
Celery	✓	✓	✓	✓									20-22
Chinese Cabbage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	8-10
Cucumber	✓	✓	✓				✓	✓	✓	✓	✓	✓	8-12
Eggplant	✓	✓	✓						✓	✓	✓	✓	14-16
Endive			✓	✓	✓	✓	✓	✓					8-12
Leeks				✓	✓	✓							12-20
Lettuce	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	8-12

Marrow	✓	✓	✓				✓	✓	✓	✓	✓	✓	8-14
Melons	✓	✓	✓					✓	✓	✓	✓	✓	14-16
Okra	✓	✓						✓	✓	✓	✓	✓	16-20
Onions		✓	✓	✓	✓								24-32
Onions (Spring)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	8-12
Parsnip			✓	✓	✓	✓	✓	✓					18-20
Peas (Dwarf)			✓	✓	✓	✓	✓						12-16
Potatoes		✓	✓	✓	✓	✓	✓	✓	✓				16-20
Pumpkin	✓	✓					✓	✓	✓	✓	✓	✓	14-16
Radish	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	6-8
Rhubarb				✓	✓	✓	✓						16-20
Silver beet	✓	✓					✓	✓	✓	✓	✓	✓	8-12
Spinach				✓	✓	✓	✓						8-10
Squash	✓	✓					✓	✓	✓	✓	✓	✓	12-14
Swedes (Rutabagas)		✓	✓	✓									12-16
Sweet Corn	✓	✓					✓	✓	✓	✓	✓	✓	12-16
Sweet Potato	✓	✓					✓	✓	✓	✓	✓	✓	18-20
Tomato	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12-20
Turnips		✓	✓	✓	✓								10-12

TRAINERS RESOURCE MATERIALS

COMPANION PLANTING CHART FOR VEGETABLES

Vegetable	Likes to be with	Dislikes being with
Asparagus	Basil, Tomato, Nasturtium, Parsley	Onion, garlic, potato
Beans	Carrot, cabbage, cauliflower, cucumber, marigold	Chives, leek, garlic
Beets	Brassicas, lettuce, onion, sage	Bean (pole)
Broccoli	Celery, chamomile, dill, rosemary	Oregano, Strawberry
Brussels Sprouts	Potato, Thyme	Strawberry
Cabbage	Beetroot, potato, oregano, sage	Strawberry, tomato
Carrot	Bush beans, pole beans, lettuce, onion, pea, radish, tomato	Chives, dill, parsnip
Cauliflower	Beans, celery, oregano	Nasturtium, peas, potato, strawberry, tomato
Celery	Cabbage, leek, onion, spinach, tomato	Parsnip, potato
Corn	Bean, cucumber, melon, pea, pumpkin, potato, radish	Tomato
Cucumber	Bean, celery, lettuce, pea, radish	Cauliflower, potato, basil
Eggplant	Bean, capsicum, potato, spinach	
Leek	Carrot, celery, strawberry	
Lettuce	Carrots, radishes, strawberry	Beans, beetroot, parsley
Melon	Corn, radish	Potato
Onion	Bean sprout, broccoli, cabbage, lettuce, strawberry tomato	Bean, pea
Pea	Beans, Carrot, corn, cucumber, radish	Onion family
Potato	Bean, corn, cabbage, pea, eggplant	Cucumber, pumpkin, squash, sunflower
Pumpkin	Corn	Potato
Spinach	Celery, cauliflower, eggplant	
Tomato	Asparagus, celery, carrot, parsley, marigold	Corn, fennel, potato
Zucchini	Nasturtium	

TRAINERS RESOURCE MATERIALS

FIVE ENTREPRENEURIAL SKILLS YOU NEED TO BUILD A SUCCESSFUL BUSINESS

Personal Skills

The first skill you must develop as an entrepreneur is your personal skill. Now what do I mean by personal skills? Personal skills are simply those skills that are attached to your personality, more like habits. They are the characters possessed by successful entrepreneurs. For instance; if you are a professional proofreader, then it's important you develop a keen eye for spotting errors. When I talk about developing your personal skill with respect to building a business, I am talking about developing your entrepreneurial mindset. You have to be in the right mindset before ever starting a business. Being in the right mindset entails you have abandoned the get rich quick mentality and above all, you must have integrity.

Communication skills

The next important entrepreneurial skill you need to develop is communication skill. A famous speaker once said that "the fact that you are talking doesn't mean someone is listening." I don't know who made this statement but I know there is an atom of truth in it. To be a successful business owner, you must be a powerful communicator.

Negotiation skills

In the course of building a business, you are bound to negotiate deals. You negotiate with customers and suppliers over goods and services offered. You negotiate with bankers over bank loans terms and conditions, just as you negotiate with investors over equity and stakes.

Leadership skills

Business is all about your relationship with people. It entails uniting people with different backgrounds, beliefs and skills to a common cause. It entails forging people with different skills and ideologies into a business team. Successful entrepreneurs were not born business leaders; they were made. They became business great leaders because they desired it; they humbled themselves and learned the art and science of leadership. Today, they are leaders in their game with a huge number of followers.

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