

Introduction to Agri-Preneurship

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Combining agriculture with entrepreneurship to create sustainable, market-driven businesses.

1. What Is Agri-Preneurship?

Aspect	Description
Definition	The practice of identifying, creating, and managing agricultural-related ventures that generate profit while adding value to the food system.
Core Idea	Apply business principles (innovation, risk-taking, market focus) to farming, livestock, fisheries, horticulture, agri-technology, and related services.
Goal	Produce economic returns, improve livelihoods, and contribute to food security and rural development.

2. Why Agri-Preneurship Matters

Reason	Impact
Rising Global Food Demand	Population projected to reach 9.7bn by 2050 → need for higher, safer yields.
Rural Employment	Creates jobs beyond traditional farming (processing, logistics, ICT services).
Innovation Catalyst	Drives adoption of precision farming, climate-smart practices, and value-added products.
Economic Diversification	Reduces reliance on single-crop economies, stabilizes farmer incomes.
Environmental Stewardship	Incentivizes sustainable practices (e.g., organic, regenerative agriculture).

3. Key Components of an Agri-Business Model

1. Value Proposition

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- What problem does the product/service solve?
- Example: “Fresh, pesticide-free strawberries delivered within 24h to city markets.”

2. Customer Segments

- Retail consumers, food processors, restaurants, export markets, NGOs, etc.

3. Revenue Streams

- Direct sales, contract farming, subscription boxes, licensing of technology, agritourism fees.

4. Cost Structure

- Land, inputs (seeds, feed), labor, equipment, processing, marketing, logistics.

5. Key Resources & Activities

- Land & water, skilled labor, technology (IoT sensors, drones), processing facilities, distribution network.

6. Channels

- Farm-gate sales, farmer’s markets, e-commerce platforms, wholesale distributors, cooperatives.

7. Partnerships

- Input suppliers, research institutions, NGOs, financial institutions, logistics providers.

4. Steps to Launch an Agri-Preneurial Venture

Step	Action Items
1. Idea Generation	• Identify gaps in the local food system (e.g., lack of cold-chain). • Observe trends: plant-based proteins, organic produce, digital farm management.
2. Market Research	• Conduct surveys & focus groups. • Analyze competitors, pricing, demand seasonality.

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Step

Action Items

3. Feasibility Study	• Technical viability (soil, climate, water). • Financial viability (CAPEX, OPEX, break?even).
4. Business Planning	• Write a concise business plan (executive summary, SWOT, financial projections).
5. Secure Funding	• Sources: personal savings, micro?finance, agribusiness loans, impact investors, grants, crowdfunding.
6. Acquire Resources	• Land lease/purchase, equipment procurement, seed/stock selection, hiring staff.
7. Implement Production System	• Choose appropriate farming method (conventional, organic, hydroponic, agroforestry). • Adopt best?practice agronomy & pest management.
8. Add Value	• Post