



Republic of the Philippines

Department of Education

DepEd Complex, Meralco Avenue, Pasig City

STRENGTHENED SENIOR HIGH SCHOOL CURRICULUM

AGRO-ENTREPRENEURSHIP

Grade 11/12

Course Description: This course equips learners with essential skills in Agro-Entrepreneurship, focusing on farm business exploration. The course includes identifying market opportunities, farm products and services, marketing and value-adding activities, production and budget planning, business plan development, financial management, and recordkeeping in the agri-fishery industry. After completing the course, learners are eligible to take assessments to earn the National Certificate Level II in Agro-Entrepreneurship. They may also pursue higher education or careers in the agri-fishery industry.

Elective: Technical Professional

Prerequisite: None

Time Allotment: In Grade 11, 320 hours for two semesters, 8 hours per week. In Grade 12, 320 hours for one semester, 16 hours per week

Schedule: First/Second Semester

QUARTER I

Content Standard:	The learners demonstrate an understanding of the principles in Agro-Entrepreneurship and potential market opportunities of farm products and services.	
Performance Standard:	The learners develop marketing plans for farm products and services.	
	LEARNING COMPETENCIES	CONTENTS
	1. Discuss the overview of Agro-Entrepreneurship	Overview of Agro-Entrepreneurship <ul style="list-style-type: none"> ● Key concepts and business opportunities in agro-entrepreneurship ● Importance of agro-entrepreneurship ● Trends and challenges of agro-entrepreneurship ● Legal bases for agro-entrepreneurship ● Basic regulatory requirements in business operation ● Types of agro-entrepreneurships <ul style="list-style-type: none"> ○ farm-level producers ○ service providers ○ input producers ○ processing and marketing farm produce ● Scope of agro-entrepreneurship <ul style="list-style-type: none"> ○ specialty crop farming ○ vertical farming

	<ul style="list-style-type: none"> ○ farm-to-table enterprise ○ agri-tourism ○ hydroponics farming ○ aquaponics farming ○ digital agriculture ○ fishery operations ○ greenhouse operation ● Agro-entrepreneurs in the locality and their qualities <ul style="list-style-type: none"> ○ identification of agropreneurs in the locality ○ qualities of a successful agro-entrepreneur
<p>2. Analyze potential market opportunities in the locality</p>	<p>Market Opportunities</p> <ul style="list-style-type: none"> ● Market analysis <ul style="list-style-type: none"> ○ market segmentation <ul style="list-style-type: none"> - types of market segmentation - benefits of market segmentation - implementation - challenges in market segmentation - kinds of buyers ● Market mapping
<p>3. Identify farm products and services to be marketed in the locality</p>	<p>Farm Products and Services to be Marketed</p> <ul style="list-style-type: none"> ● Products in agri-fishery sector <ul style="list-style-type: none"> ○ fresh products ○ semi-processed products ○ processed products ○ value-added products ○ preserved or storage-ready products ○ packed products ○ industrial raw materials ○ organic and specialty products ● Services in agri-fishery sector <ul style="list-style-type: none"> ○ direct services ○ subscription-based ○ pay-per-use services ○ contract-based

	<ul style="list-style-type: none"> ○ digital and remote services ○ farm consultancy service ○ cooperative-based ○ public and government services ○ organic certification assistance
<p>4. Develop marketing plan for farm products and/or services</p>	<p>Marketing Plan for Farm Products and Services</p> <ul style="list-style-type: none"> ● Marketing objective ● Seven (7) P's of Marketing <ul style="list-style-type: none"> ○ product ○ price ○ place ○ promotion ○ people ○ positioning ○ processes ● Financial requirements in marketing plan ● Market risks <ul style="list-style-type: none"> ○ production risk ○ marketing risk ○ yield risk ● Market contingency plan ● Tools in marketing analysis <ul style="list-style-type: none"> ○ Strength, Weaknesses, Opportunities, and Threats (SWOT) Analysis ○ Political, Economic, Social, Technological, Legal, and Environmental (PESTLE) Analysis

QUARTER II

Content Standard:	The learners demonstrate an understanding of the importance of value-adding activities for farm products and services, product flow, supply, and value chain in production plan development.
Performance Standard:	The learners develop a production plan for farm products and/or services.
LEARNING COMPETENCIES	CONTENTS
1. Discuss value-adding activities on farm products and services	<p>Value-Adding Activities on Farm Products and Services</p> <ul style="list-style-type: none"> ● Value addition <ul style="list-style-type: none"> ○ definition and importance of value addition in agro-products ○ economic benefits of value addition for agri-prenuer ● Strategies in value addition of farm products <ul style="list-style-type: none"> ○ Processing <ul style="list-style-type: none"> - tools and equipment for small-scale agricultural processing - commonly processed agricultural products ○ Packaging <ul style="list-style-type: none"> - importance of packaging in the marketing of agro-products - types of packaging for agricultural produce - branding and labeling as a value-adding strategy ○ Sorting <ul style="list-style-type: none"> - role of sorting in ensuring product quality and marketability - techniques for sorting agricultural products <ul style="list-style-type: none"> ■ manual ■ automated - sorting based on criteria <ul style="list-style-type: none"> ■ size ■ ripeness

	<ul style="list-style-type: none"> <ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ color <ul style="list-style-type: none"> - sorting tools and technologies for small-scale operations ○ Cleaning <ul style="list-style-type: none"> - importance of cleaning for food safety and market standards - cleaning techniques for fresh produce and processed goods - equipment used in cleaning agricultural products - compliance with sanitation standards in agro-entrepreneurship ○ Peeling <ul style="list-style-type: none"> - significance of peeling in agri-products - methods of peeling - equipment for peeling in small-scale agro-processing ● Standard on size, length, and weight <ul style="list-style-type: none"> ○ market standards for agri-products ○ setting and adhering to standards in local markets ○ tools and equipment for measuring and standardizing agricultural produce ○ standardization of products
2. Design supply chain diagram for farm products and services	Product Flow, Supply Chain, and Value Chain <ul style="list-style-type: none"> ● Component ● Differences and relationship
3. Develop a production plan for farm products and/or services available in the locality	Production Plan for Farm Products <ul style="list-style-type: none"> ● Farm assessment <ul style="list-style-type: none"> ○ site visit ○ data gathering ○ product identification in the locality ● Types of farm records

	<ul style="list-style-type: none"> ○ business record ○ farm production record ● Production requirement <ul style="list-style-type: none"> ○ farm inputs ○ labor ● Production activities and cost computation <ul style="list-style-type: none"> ○ land preparation <ul style="list-style-type: none"> - planting <ul style="list-style-type: none"> ■ crops ■ crop calendar ○ crop maintenance ○ harvest and post-harvest activities ● Cost and return analysis <ul style="list-style-type: none"> ○ types of cost ○ operational expenses ○ Return Of Investment (ROI) ● Production risk and preventive measures ● Production plan flow-chart
<p>4. Discuss the farm budget plan</p>	<p>Farm Budget Plan</p> <ul style="list-style-type: none"> ● Financial service provider <ul style="list-style-type: none"> ○ formal financial institutions ○ cooperatives and farmer associations ○ government grants and subsidies <ul style="list-style-type: none"> - Department of Agriculture Loan Programs - Land Bank of the Philippines Loan Programs - Department of Trade and Industry (DTI) Loan Programs - Young Farmer’s Challenge Program ○ private sector ○ NGOs and international organizations ● Financial services <ul style="list-style-type: none"> ○ credit and loan ○ savings and investment ○ insurance product

	<ul style="list-style-type: none"> ○ remittance services ○ financial literacy services • Financing application documents and requirements • Budget cost analysis <ul style="list-style-type: none"> ○ cost ○ expenses ○ income ○ profit ○ break-even point • Savings <ul style="list-style-type: none"> ○ bank savings ○ cooperative ○ informal savings • Investment options <ul style="list-style-type: none"> ○ long-term ○ short-term
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QUARTER III

Content Standard:	The learners demonstrate an understanding in the preparation of business plan.	
Performance Standard:	The learners develop a business plan for farm products and/or services.	
LEARNING COMPETENCIES	CONTENTS	
1. Discuss business plan	Business Plan <ul style="list-style-type: none"> • Types and parts <ul style="list-style-type: none"> ○ Business Model Canvass (BMC) <ul style="list-style-type: none"> - customer segments - value proposition - channels - customer relationships - revenue streams - key resources - key activities 	

2. Develop business plans for farm products and/or services	<ul style="list-style-type: none"> - key partnerships - cost structure o simple business plan template <ul style="list-style-type: none"> - general information - mission, vision, and project description - executive summary - market <ul style="list-style-type: none"> ▪ market analysis ▪ supply channel ▪ target buyers - management - technical aspect - financial aspect
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QUARTER IV

Content Standard:	The learners demonstrate an understanding on the principles of price monitoring, types of buyers, selling strategies, customer agreement, product delivery process and post-delivery services.	
Performance Standard:	The learners apply strategies in selling farm products and/or services.	
LEARNING COMPETENCIES		CONTENTS
1. Discuss price monitoring and types of buyers	Price Monitoring <ul style="list-style-type: none"> • Farm gate • Trading centers • Local market • Supply and demand Types of Buyers <ul style="list-style-type: none"> • Processor or manufacturer • Supermarket 	

	<ul style="list-style-type: none"> • Local traders • Trading centers • Public market • Wholesaler • Retailer • Contract selling
2. Apply strategies in selling farm products and services based on the locality	<p>Selling Strategies</p> <ul style="list-style-type: none"> • Direct selling • Value-added products • Niche market • Online and digital selling • Wholesale selling • Retailing
3. Create customer's agreement form for farm products and services	<p>Customer Agreement</p> <ul style="list-style-type: none"> • Key components in customer agreement <ul style="list-style-type: none"> ○ product description ○ price and payment terms ○ delivery terms ○ quantity and volume ○ quality standards ○ duration of agreement ○ termination clause ○ dispute resolution
4. Perform product delivery process and post delivery services of farm products and/or services	<p>Product Delivery Process</p> <ul style="list-style-type: none"> • Order processing • Product preparation/packing • Delivery scheduling • Transportation • Confirmation and handover

	<p>Post-Delivery Services</p> <ul style="list-style-type: none"> • Technical support • Monitoring and follow-up • Customer assistance • Replacement and return services • Training services • Incentive and customer retention • Regulatory and compliance assistance
<p>5. Prepare financial reports on farm products and/or services</p>	<p>Recordkeeping and Financial Reports in Selling Operations</p> <ul style="list-style-type: none"> • Importance of recordkeeping • Tools for recording and reporting <ul style="list-style-type: none"> ○ manual ○ spreadsheet software ○ accounting software ○ Point of Sale (POS) systems • Types of financial record <ul style="list-style-type: none"> ○ sales ○ inventory ○ financial statement
<p>6. Analyze record for expansion of agri-business operations</p>	<ul style="list-style-type: none"> • Consideration in agri-business expansion <ul style="list-style-type: none"> ○ understanding the market ○ planning finances ○ managing resources ○ environment protection ○ law and regulation ○ technology ○ Connecting with customers ○ Beyond local markets

GLOSSARY

Agro-enterprise - the business of organized farmers that actively work with market actors, having relationships with buyers of their products and business service providers that support the movement of their products in the market chain at a profit

budget plan - a document that covers the farm activities with corresponding cost and a plan where to source and allocate the funds

business plan - a detailed document outlining a strategy for starting, operating, and growing a business in the agricultural sector. It serves as a roadmap that explains how the agro-enterprise will achieve its goals and make profits while addressing market demands and sustainability.

contingency plan - a plan devised for an outcome other than in the usual (expected) plan; designed to take a possible future event or circumstance into account

farm production plan - a plan that encompasses all the details surrounding how your farm operations will produce products for the market

farm production requirements - used during crop production such as inputs, labor, farm machineries, and equipment

farm records - books used to record farm events, happenings and operations on the farms

financial service providers - institutions or individuals that extend financial assistance either in the form of loans or grants intended for a specific purpose

local market - includes customers located within the region where the product or service is produced or made available.

market - a place where people and institutions buy and sell for their agents. A market can be organized as a physical marketplace where products are exchanged.

marketing - performance of business activities that direct the flow of goods and services from producers to consumers or users

marketing strategy - an organization's strategy that combines all its marketing goals into one comprehensive plan

market mapping - a study of various market conditions that is plotted on a map to identify trends and corresponding variables between the consumers and products

market risk - the risk of losses in positions arising from movements in market prices and calamities

marketing objective - goals set by a business when promoting its products or services to potential consumers that should be achieved within a given time frame

marketing operation - builds accountability, alignment, and agility

marketing plan - sets out how you are going to put your marketing strategy into practice

monitoring price - the act of observing and checking the progress or quality of (something) over a period; what happens to obtain useful knowledge and insights that may help decision-makers, families, or society at large in understanding.

produce - a generalized term for a group of farm-produced crops and goods, including fruits and vegetables – meats, grains, oats, etc.

production risks - any production-related activity or event that is uncertain

retailer - a businessman or person that sells goods to the consumer

traders - a person who comes into the bargain who buys products produced by the farmers

value-adding activities - any activities that add value to the customer and meet the three criteria for a value-adding activity

wholesaler - A person or firm that buys large quantity of goods from various producers or vendors, warehouse them, and resells to retailers

yield risk - is simply the risk of lower-than-expected production

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LIST OF TOOLS, MATERIALS, AND EQUIPMENT

TOOLS	MATERIALS	EQUIPMENT
scissors	marking pen (permanent)	portable speaker with microphone
puncher	marking pen (whiteboard)/ chalk	camera phone
stapler	ballpen	blackboard/whiteboard
kitchen tools	pencil	laptops
	notebook	internet
	masking tape (1 inch)	calculator
	flipchart	oven
	Manila paper	gas range
	cartolina	sealer
	record book	packaging equipment
	bondpaper	television
	staple wire	projector
	reference materials (manual, guide book)	
	crayons (8 pcs/box)	
	packaging materials	