

# Horticulture Agribusiness Course (HABC)

## Course overview

Course developed by AFC/GOPA in cooperation with Horticulture Cooperative Union of Malawi (HORTCUM) under the GIZ Global Project Employment in Rural Areas with a Focus on Youth (EYA), Country Package Malawi.



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## 1. Introduction to the HABC

### Course Objective

The Horticulture Agribusiness Course is designed to help the youth develop the necessary skills and deepen their understanding in the horticulture value chain and business. Course participants are able to appreciate different opportunities that exist in the high value horticultural crops; and challenges them to tap into those opportunities by venturing into the horticultural business either as producers or as marketers. Course participants are well equipped with critical business and financial skills to enable them navigate through rough business terrain, prudently manage their finances, and eventually become economically self-sufficient.

### Target group

The target groups are rural, urban and semi-urban youth (between the ages of 15-35 years), women as well as aged population from semiliterate to literate, with interest in the horticulture business. The course can also be attended by practising farmers wanting to improve or expand their horticulture business or gain specific skills to improve management of their horticulture business. A female participation of 40% is targeted.

However, the course can be delivered to any type of demographic section interested in the horticulture business with the same results/outcomes.

### Entry requirements/recognition of prior learning

Participants should be youths within the ages 15 – 35 and other participants with intrinsic motivation to attend the entire course.

Entry requirements can be assessed during registration (see below). However, training providers should acknowledge the learners' current level of skills and knowledge obtained through:

- Formal training (conducted by educational institutions or industry in Malawi or elsewhere)
- Informal training
- Life experience

### Fields of learning

The course is designed to address skills gaps in the following fields of learning:

Technical Horticulture production	Business and Financial skills	Soft Skills
Participants will get the basic knowledge of Good Agricultural Practices for horticulture crops, including manure making, site selection for vegetable production, vegetable planning, nursery establishment and management, field management, pest and disease management, post-harvest handling and management as well as basic processing of horticultural products.	Participants will be trained on basic business and financial concepts, allowing them to understand and develop profitable business activities related to the horticultural industry discussed in the course.	Participants will be acquainted with critical skills for building stronger and effective teams as business organizations or develop long-term business relationships/partnerships with others either as individuals or as organizations.

## Mode of delivery

The course is for a face-to-face delivery approach for class sizes of 25 to 30 participants. The course combines

- theoretical sessions in classroom settings on horticultural production and management as well as business, financial skills and soft skills
- practical sessions at a horticultural production on a demonstration farm plot
- digital video content in selected modules to diversify and enrich learning experience.

## Course duration

For effective results, the course is to be delivered in approximately three hour sessions stretched over 6-month period (one session per week) adapted to the cropping calendar. Adjustments can be made to at least two sessions per week depending on the trainee availability and schedule as well as the growing pattern of the crop value chain selected by the participants.

## Training material for the course

The following training materials are available for the course:

A. Technical horticulture production and management (GAP)

HORTICULTURAL AGRIBUSINESS MANUAL

B. Business and Soft skills

BUSINESS AND SOFT SKILLS TRAINING MANUAL FOR SMALLHOLDER FARMERS

C. Video material:

Video projection is an integral part of the course delivery, and is blended into the course delivery period. Trainees will have an opportunity to learn how their fellow farmers in different parts of the world manage their horticulture business. A list of videos from Access Agriculture website are made available to the trainees with a step-by-step guide on how they can have them integrated into the training delivery.

No	COURSE NAME	VALUE CHAIN	MODULE/TOPIC	RECOMMENDED VIDEO(S)	Language
1	Horticulture Agribusiness Course	Tomato	Nursery establishment & management	Making a chili seedbed (alternative video) <a href="https://www.accessagriculture.org/making-chilli-seedbed">https://www.accessagriculture.org/making-chilli-seedbed</a>	Chichewa, Tumbuka, Tonga and English
			Field management of tomatoes	Staking of tomatoes <a href="https://www.accessagriculture.org/staking-tomato-plants">https://www.accessagriculture.org/staking-tomato-plants</a>	Tonga, English

No	COURSE NAME	VALUE CHAIN	MODULE/TOP IC	RECOMMENDED VIDEO(S)	Language
				Drip irrigation for tomato <a href="https://www.accessagriculture.org/drip-irrigation-tomato">https://www.accessagriculture.org/drip-irrigation-tomato</a>	Chichewa, Tonga, Tumbuka, and English
			Post-harvest handling of tomatoes	Good handling of tomatoes <a href="https://www.accessagriculture.org/good-handling-tomatoes">https://www.accessagriculture.org/good-handling-tomatoes</a>	Chichewa, Tumbuka, Tonga and English
			Processing, value addition and preservation of tomato	Storing fresh and dried tomatoes <a href="https://www.accessagriculture.org/storing-fresh-and-dried-tomatoes">https://www.accessagriculture.org/storing-fresh-and-dried-tomatoes</a>	Chichewa, Tumbuka, Tonga, and English
				Making cooling chambers for tomatoes <a href="https://www.accessagriculture.org/making-cooling-chamber-tomatoes">https://www.accessagriculture.org/making-cooling-chamber-tomatoes</a>	Chichewa and English
				Making tomato concentrate and juice <a href="https://www.accessagriculture.org/tomato-concentrate-and-juice">https://www.accessagriculture.org/tomato-concentrate-and-juice</a>	Chichewa, Tumbuka and English
			Integrated pest and disease management	Managing Tomato late blight <a href="https://www.accessagriculture.org/managing-tomato-late-blight">https://www.accessagriculture.org/managing-tomato-late-blight</a>	Chichewa, Tumbuka, Tonga and English
				Managing vegetable nematodes <a href="https://www.accessagriculture.org/managing-vegetable-nematodes">https://www.accessagriculture.org/managing-vegetable-nematodes</a>	Yao, Tonga, Tumbuka, Chichewa and English
				Managing aphids in beans and vegetables <a href="https://www.accessagriculture.org/managing-aphids-beans-and-vegetables-0">https://www.accessagriculture.org/managing-aphids-beans-and-vegetables-0</a>	Chichewa, Tumbuka, Tonga and English
				Herbal pest repellent <a href="https://www.accessagriculture.org/herbal-pest-repellent">https://www.accessagriculture.org/herbal-pest-repellent</a>	Tonga, English
				Managing tomato leaf curl virus <a href="https://www.accessagriculture.org/managing-tomato-leaf-curl-virus">https://www.accessagriculture.org/managing-tomato-leaf-curl-virus</a>	Chichewa, Tumbuka, English

No	COURSE NAME	VALUE CHAIN	MODULE/TOPIC	RECOMMENDED VIDEO(S)	Language
			Field management	Managing seed potato (also covers seed selection, and fertilizer application) <a href="https://www.accessagriculture.org/managing-seed-potato">https://www.accessagriculture.org/managing-seed-potato</a>	English
			Post-harvest handling of potatoes	Using sawdust to store potatoes <a href="https://www.accessagriculture.org/using-sawdust-store-potatoes">https://www.accessagriculture.org/using-sawdust-store-potatoes</a>	Chichewa, Tumbuka, Tonga and English
			Integrated pest and disease management	All videos above on Tomatoes applies plus: Managing the potato tuber moth <a href="https://www.accessagriculture.org/managing-potato-tuber-moth">https://www.accessagriculture.org/managing-potato-tuber-moth</a>	Chichewa, Tumbuka, Tonga and English
		<b>Cabbage</b>	General pest and disease management	Managing black rot in cabbage <a href="https://www.accessagriculture.org/managing-black-rot-cabbage">https://www.accessagriculture.org/managing-black-rot-cabbage</a>	Tumbuka, Chichewa, English
		<b>General</b> applicable for all crop value chains	Compost manure making (different types)	Compositing to beat striga <a href="https://www.accessagriculture.org/composting-beat-striga">https://www.accessagriculture.org/composting-beat-striga</a>	Chichewa, Tonga and English
				Converting chicken waste into fertilizer <a href="https://www.accessagriculture.org/converting-chicken-waste-fertilizer">https://www.accessagriculture.org/converting-chicken-waste-fertilizer</a>	Tonga and English
				Compost from rice straw <a href="https://www.accessagriculture.org/compost-rice-straw">https://www.accessagriculture.org/compost-rice-straw</a>	English
				Insect nets in seedbed <a href="https://www.accessagriculture.org/insect-nets-seedbeds">https://www.accessagriculture.org/insect-nets-seedbeds</a>	Chichewa, Sena, Yao, Tonga and English
			Business and Financial Skills	Let's talk money	Chichewa
			Crop planning/Business	Staggering production of tomatoes <a href="https://www.accessagriculture.org/staggering-production-tomatoes">https://www.accessagriculture.org/staggering-production-tomatoes</a>	Chichewa, Tumbuka, Tonga and English

## 2. Course preparation

### Setting up of the Course venue

The course venue should be spacious enough to accommodate 25-30 participants with enough lighting and ventilation for a good learning experience.

The venue must be in close proximity to where the demonstration garden will be established for easy movements of participants to and from the demo site to classroom through the training period.

The venue must have a clean wall for projection of video content or posting of flipcharts during the classes. Procurement of training materials (i.e. stationery, seed for demonstrations and other demonstration materials) must be done at least a month prior to the start of implementation/classes (please refer to the training manuals).

### Preparing the demonstration sites

For the practical lessons, demonstration site(s) is (are) needed.

Where possible, the demonstration plot should be located in close proximity to the training venue as well as accessible to a main road. The demonstration plot should be close to a water point (either a borehole, a shallow well or a river) for easy access to water supplement (for irrigation).

A standard demonstration plot should at least be 100 square meters in size with an extra space for nursery establishment.

Where the demonstration plot is located at a borehole or where animals can access, a fence should be mounted around it for protection of crops to be grown inside.

Demonstration materials (i.e. seeds and inputs) should be readily available prior to the establishment of the demo. This must include agricultural equipment (i.e. hoes, watering cane, and sprayer). Procurement should be done at least three weeks prior to the start of the training to ensure that no delays happens.

### Recruiting and registering participants

Participants should be recruited in rural areas by conducting sensitization meetings with the local structures. Involvement of District Horticulture Officers (DHOs) and District Youth Officers at the district level, as well as Agriculture Extension Development Officers (AEDOs) and Extension Planning Areas (EPAs) at the local level is very critical for collaboration and sustainability of interventions. Community Leaders and committees (i.e. VDCs and ADCs) can also be handy in this process.

Course fact sheets should be provided during the recruitment process and training modalities should be made very clear to the prospective training participants (i.e. no drinks, transport refunds and allowances)

Participant registration should immediately follow the sensitization meetings, a baseline survey should be done thereafter.

### Trainer recruitment and qualification

The success of the course is dependent on the quality of the trainers/facilitators. A robust trainer identification and qualification process is critical to ensure that trainers/facilitators with the right combination of skills-set, motivation and mind-set are engaged.

The following criteria should be used in the selection of trainers to be engaged in the course:

- A minimum of a diploma in horticulture or general agriculture
- Experience in community mobilization and working with the rural communities
- Experience in managing a horticultural farm/business is an added advantage
- Proven facilitation skills and experience
- Good understanding of key concepts in business

### Trainer Qualification (ToT)

A Training of Trainers (ToT) is needed to ensure the trainers have developed the right skills, attitude and motivation to run and manage a successful Horticultural agribusiness course. A two weeks long intensive ToT program focusing on business and soft skills, training approaches, as well as technical horticulture production and management practices. Simulation sessions should be an integral part of the ToT with a robust trainer assessment and open feedback sessions (refer to the template provided in annex 1).

Ensure that the ToT venue has a lot of space for simulation session (breakaways) as well as free land and water, which can be easily accessed and used for practical sessions. The venue must also have conferencing equipment available (including projector, pin boards).

### Preparing the training material

The course builds on several training materials, manuals and digital components, which need to be prepared in advance (see training materials above with referenced material).

Trainers need to be equipped with the complete training package, including course overview, course fact sheet, training manuals, reference materials, exercise sheets, attendance registration sheet, projector and videos.

### Assessment of participants' performance and Graduation (summative assessment)

An attendance rate of 70% per training participant is prerequisite to pass and to get a course certification. Learning assessments will be based on:

- activeness of the participants
- ability to perform key tasks during theoretical and practical sessions
- ability to present learnt content in practical lessons

It is the trainers' and training institution's responsibility to only issue certificates after successful completion of the course.

Please note that the certificate issued is not officially recognized by TVETA or other authorities in Malawi (refer to the sample certificate in annex 2).

### Monitoring and training evaluation

After registration of participants, a baseline is done to establish a benchmark for assessing change of Attitude, Knowledge and Practices (KAP) over time as a result of the training. If required other baseline data can be collected (e.g. current business data, change in income over time).

Trainers regularly fill and update an attendance record sheet in order to monitor attendance of participants (70% attendance rate is required to complete).



Regular monitoring of the trainings should be done to ensure compliance on quality delivery by the trainer as well as provide a backstopping technical support at coordination level.

A Mid-evaluation survey is conducted to assess the knowledge acquisition, attitudes, perception on the course quality and satisfaction of the trainees. This is followed by a Tracer Study six months after the completion of the course to assess Knowledge, Attitudes and Practice (KAP), income and potential employment effects on the course graduates.

### 3. Course overview Horticulture Agribusiness Course

#### List of course modules

<b>G = GAP Modules</b> <b>BFS= Business and Financial Skills</b> <b>SLS = Soft and Life Skills</b>	<b>Time*</b> <b>52 hrs</b>	<b>Training material</b>
<b>GAP</b>	<b>24hrs</b>	
HABC-G-1: Introduction to vegetable growing (classification of vegetables)	2hrs	<b>Horticulture Agribusiness manual, AA Videos</b>
HABC-G-2: Compost making	2hrs	
HABC-G-3: Site selection and vegetable production	2hrs	
HABC-G-4: Crop rotation and nursery establishment	6hrs	
HABC-G-5: Field establishment	4hrs	
HABC-G-6: Field management	6hrs	
HABC-G-7: Harvesting and Post-harvest handling/management	2hrs	
<b>Business and Financial Skills</b>	<b>20hrs</b>	
HABC-BFS-1: Ideation	4hrs	<b>Business and Soft Skills for Smallholder farmers Manual, AA Videos</b>
HABC-BFS-2: Farmer organization and contract farming	4hrs	
HABC-BFS-3: Markets and Marketing	6hrs	
HABC-BFS-4: Financial literacy	6hrs	
<b>Soft and Life Skills (class to select one or more modules)</b>	<b>8 hrs**</b>	
HABC-SLS-1: Team building	4hrs	<b>Business and Soft Skills for Smallholder Farmers Manual</b>
HABC-SLS-2: Networking	4hrs	
HABC-SLS-3: Conflict Resolution	6hrs	
HABC-SLS-4: Motivation	3hrs	
HABC-SLS-5: Attitude	3hrs	
HABC-SLS-6: Problem Solving	6hrs	
HABC-SLS-7: Work Ethics	7hrs	
* Time in hours stated here are minimum course hours. Time requirements can vary depending on the speed of the trainer and understanding of the participants and the module used.		
** Total allotted time will change depending on the soft skills modules selected, for the purpose of this project and the course schedule below; team building and networking are used as the only soft skills module to be delivered.		

## HABC course schedule

<u>General</u>	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
Preparing the day.								
08.00-11.00	Registration and ground work	HABC-G-1	HABC-G-2	HABC-BFS-1	HABC-BFS-1	HABC-BFS-2	HABC-G-3	HABC-G-4
Time	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14	Day 15	Day 16
08:00-11:00	HABC-G-4	HABC-G-4	HABC-BFS-3	HABC-BFS-3	HABC-BFS-3	HABC-BFS-4	HABC-G-5	HABC-G-5
TIME	Day 17	Day 18	Day 19	Day 20	Day 21	Day 22	Day 23	Day 24
08:00-11:00	HABC-BFS-4	HABC-BFS-4	HABC-BFS-4	HABC-SLS-1	HABC-SLS-2	HABC-SLS-2	HABC-SLS-2	HABC-SLS-2
					HABC-G-6	HABC-G-6	HABC-G-6	HABC-G-6
Time	Day 25	Day 26	Day 27	Day 28	Day 29	Day 30		
08:00-11:00	HABC-G-6	HABC-G-6	HABC-G-6	HABC-G-6	HABC-G-7	Wrap-up		

**Notes: The above is an example schedule only. Not all training sessions per day are full three-hour sessions, but can also be short field visits or other shorter sessions.**

- Modules HABC-G2, 4 and 5 are done both in class-room setting and at the demonstration
- Compost making materials must be organized and made ready before Day 3
- HABC-G-4 is dependent on the horticulture value chain selected by the group undergoing training. This informs the rest of the topics/modules to follow under General "GAP" Modules (i.e. potatoes, or cabbage, or tomatoes).
- HABC-G-6 is majorly a practical module done at the demonstration site, but few classroom activities are done. The module continues till the crop reaches maturity
- From day 21-24, first one hour is for HABC-SLS-2 as a cross-cutting topic before field management (module HABC-G-6)

## 4. Annexes

### Annex 1: Sample of Trainer Assessment form

TRAINER PERFORMANCE ASSESSMENT FORM										
No	Trainer Name	Assessment Criteria								
		Rate on a scale of 1-5 (1 = lowest score, 5 = the highest score)								
		Voice audibility	Facilitating skills	Participant Engagement	Understanding of the Content	Use of Visual Aids	Clarity of the posters	Time Management	General comment/Remark	Total Scores

## Annex 2: Sample Certificate



**EYA!ATVET**  
EMPLOYMENT & RURAL  
YOUTH & WOMEN!

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

Empowering Youths in Agribusiness-Agriculture Technical  
Vocational Education and Training (EYA!ATVET project)

### CERTIFICATE

This is to certify that

MASAMBA MSIKA

Has successfully completed and passed the

### HORTICULTURE AGRIBUSINESS COURSE

The course of 30 training days (November 2022 to May 2023) included modules on:

- ▶ Horticulture crops production
- ▶ Business skills
- ▶ Soft and life skills

Dated 30 May, 2023

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