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HORTICULTURAL CROP PRODUCTION



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PREFACE

Horticulture plays a vital role in the agricultural development and economic sustainability of the Philippines, contributing significantly to food security, rural livelihood, agribusiness growth, and environmental stewardship. With the country's diverse agroecological conditions, horticultural crop production offers vast opportunities for innovation, entrepreneurship, and sustainable farming practices. As the demand for fruits and vegetables continues to increase locally and globally, there is a growing need to equip learners with both scientific knowledge and practical skills in horticultural production and farm enterprise management.

This course, Horticultural Crop Production, is designed to provide students with comprehensive knowledge and competencies in the principles, practices, and agribusiness aspects of horticulture. It integrates foundational concepts with practical applications, enabling learners to understand the dynamics of fruit and vegetable production within the Philippine context. The course emphasizes climate and soil considerations, production efficiency, sustainable cropping systems, propagation techniques, nursery management, and market-oriented agribusiness strategies.

The course is organized into four modules. Module 1 introduces the foundations of horticulture in the Philippines, covering its definition, historical development, economic significance, classification of crops, and the role of climate and soil in production and agribusiness potential. Module 2 focuses on horticultural crop production and farm enterprise management, highlighting site selection, production practices, cost and efficiency analysis, and integrated pest and disease management. Module 3 explores propagation techniques, cropping systems, and sustainable agribusiness models to enhance productivity and long-term farm viability. Finally, Module 4 emphasizes nursery management and commercial plant production, addressing seedling quality control, record keeping, marketing strategies, and enterprise scaling for sustainable growth.

This coursepack aims to support both teachers and students by providing structured lessons, practical activities, and analytical discussions aligned with learning outcomes. It encourages critical thinking, problem-solving, and entrepreneurial mindset development, preparing learners to become competent professionals capable of contributing to modern and sustainable horticultural industries.

This course seeks to strengthen the integration of science, technology, and agribusiness principles to foster resilient horticultural systems that support economic development, environmental sustainability, and community empowerment in the Philippines.

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