



Davao del Sur State College
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ENTREPRENEURSHIP IN AGROFORESTRY



Preface

Agroforestry offers more than opportunities for sustainable farming; it also provides a foundation for developing enterprises that respond to local needs and create additional sources of income. However, turning available resources into a viable enterprise requires creativity, careful planning, and an understanding of the market. This module, Enterprise Ideation and Opportunity Mapping, introduces students to the process of transforming resources, community needs, and market information into potential agroforestry enterprise ideas.

The module guides learners through three important areas: enterprise idea generation, resource and asset mapping, and market opportunity identification. Through practical activities and community-based examples, students will learn how to generate business ideas, recognize and assess available resources, and determine whether an identified opportunity has sufficient market potential.

The activities in this module encourage students to look beyond traditional farming practices and develop an entrepreneurial perspective toward agroforestry. By the end of the module, learners are expected to recognize that successful enterprise development begins with understanding what resources are available, what problems need to be addressed, and what customers are willing to value and purchase.

Ultimately, this module aims to equip future agroforestry entrepreneurs with the ability to identify opportunities that are practical, market-oriented, economically viable, and environmentally responsible. The knowledge and skills gained will serve as a foundation for succeeding modules on enterprise development, business planning, and management.

Authors



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Course Overview

This course introduces students to the principles, practices, and processes involved in developing and managing enterprises based on agroforestry resources and systems. It recognizes agroforestry not only as a sustainable approach to land management but also as a source of livelihood, innovation, value creation, and rural economic development. The course combines entrepreneurial concepts with practical agroforestry applications to help students identify opportunities and develop enterprises that are economically viable, socially responsible, and environmentally sustainable.

The course is organized into eight modules that guide students through the major stages of agroforestry enterprise development, from understanding entrepreneurship and developing an entrepreneurial mindset to identifying opportunities, analyzing markets, planning operations, assessing financial viability, and managing sustainability and risks.

Module 1: Entrepreneurship In Agroforestry

Module 2: Agroforestry-Based Enterprises

Module 3: Entrepreneurial Mindset And Competencies

Module 4: Enterprise Ideation And Opportunity Mapping

Module 5: Market Analysis And Value Chain Development

Module 6: Technical And Operational Planning

Module 7: Financial Planning And Enterprise Viability

Module 8. Sustainability, Social Impact And Risk Management



Learning Objectives

By the end of this course, students will be able to:

- a. Analyze agroforestry resources, market conditions, value chains, technical requirements, and financial factors to determine viable enterprise opportunities.
- b. Develop an integrated agroforestry enterprise plan that addresses market demand, operational requirements, financial viability, sustainability, and potential risks.
- c. Evaluate and propose entrepreneurial strategies that balance profitability, environmental sustainability, social impact, and risk management in agroforestry enterprises.

