

Introduction to Entrepreneurial Skills in Farming

Area 4 – Entrepreneurship in Farming
Lesson 11 – Entrepreneurship in SPA
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VALUEDO





DISCLAIMER

A4.L11.T5a Identikit and features of the “success full” entrepreneur

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What is entrepreneurship in agriculture?

According to the Business Dictionary Definition, “entrepreneurship” is defined as the *“capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit”*.

Entrepreneurship is a key factor for the survival of small-scale farming in an ever-changing and increasingly complex global economy.

But what is entrepreneurship in agriculture? How does it apply to small-scale farmers who operate on the edges of the economy?

As all the entrepreneurs, farmers are **passionate** about their farm business and are willing to take calculated risks to make their businesses grow.

In the SPARKLE project we aim to train the farmers-entrepreneurs of the future. We call them (you!) as agripreneurs 4.0





Who is the “agripreneur”?

Small-scale farmers all over the world have shown a remarkable ability to adapt: they look for better ways to organise their farms and have the objective to increase productivity, diversify production, while respecting the environment (which is their main business resource).

The agripreneur is an innovator, but also someone willing to learn: his/her personality must be combined with farming skills and entrepreneurial competencies. Usually, agripreneurs are young entrepreneurs combining their love for farming and agriculture with an acquired professional and a modern business approach.

Many agripreneurs understood that Precision Agriculture is not an accessory to beautify the agriculture machine, but a tool to increase profitability and to be competitive on the market. Adopting the new technologies in agriculture is not a threat, but an opportunity to revitalize the sector and creating new and more sustainable values.

This is the prototype of the agripreneurs 4.0



Picture from [freepik.com](https://www.freepik.com)



Entrepreneurial Qualities & Farming Skills

- Entrepreneurial Qualities -



We said that entrepreneurship is about **looking forward, identifying opportunities, creating a vision of how the business will grow, innovating and taking risks.**

A farmer who thinks his/her farm is a business that has potential to grow and develop is an entrepreneur. Entrepreneurial farmers are always looking for ways to make their farms more profitable: they develop ideas and then translate them into action. They need to mix personal qualities, such as self-motivation, perseverance and confidence with entrepreneurial skills, such as the ability to plan and organize the farm business.

These skills enable entrepreneurial farmers to seek-out business opportunities, conceptualize and initiate new business ideas and guide the farm business to accomplish their goals.



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Entrepreneurial Qualities & Farming Skills

- Farming Skills-



In addition to entrepreneurial skills, agripreneurs must also possess other abilities related to the farming sector, as this is the only way to apply the former to their farming activities.

Farming competencies are particularly needed in three areas:

- **Managing inputs** → identifying, sourcing, and acquiring inputs for the farm is a key element in profitable market-oriented farming
- **Managing production** → identifying, organising, and implementing production on the farm is at the heart of any farming business
- **Managing marketing** → in order to make profits, the produce has to be marketed and sold

What sets entrepreneurial farmers apart from other farmers in these aspects of farming is their behaviour: the agripreneur is always on the lookout for better ways to do things and is willing to experiment. Moreover, the agripreneur 4.0 is able to apply technologies in order to maximize its profit and minimize the environmental impact.



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The Agripreneur

Potential new resources (PA technologies)

Own Resources
(land, tools, knowledge ..)

Entrepreneurial qualities

Entrepreneurial competencies

Managerial competencies

Farming competencies

New business opportunity



INTEGRATING COMPETENCES

An agripreneur responds to the changes affecting the farming environment by combining **farming competences and entrepreneurial competences** with the resources available to them.

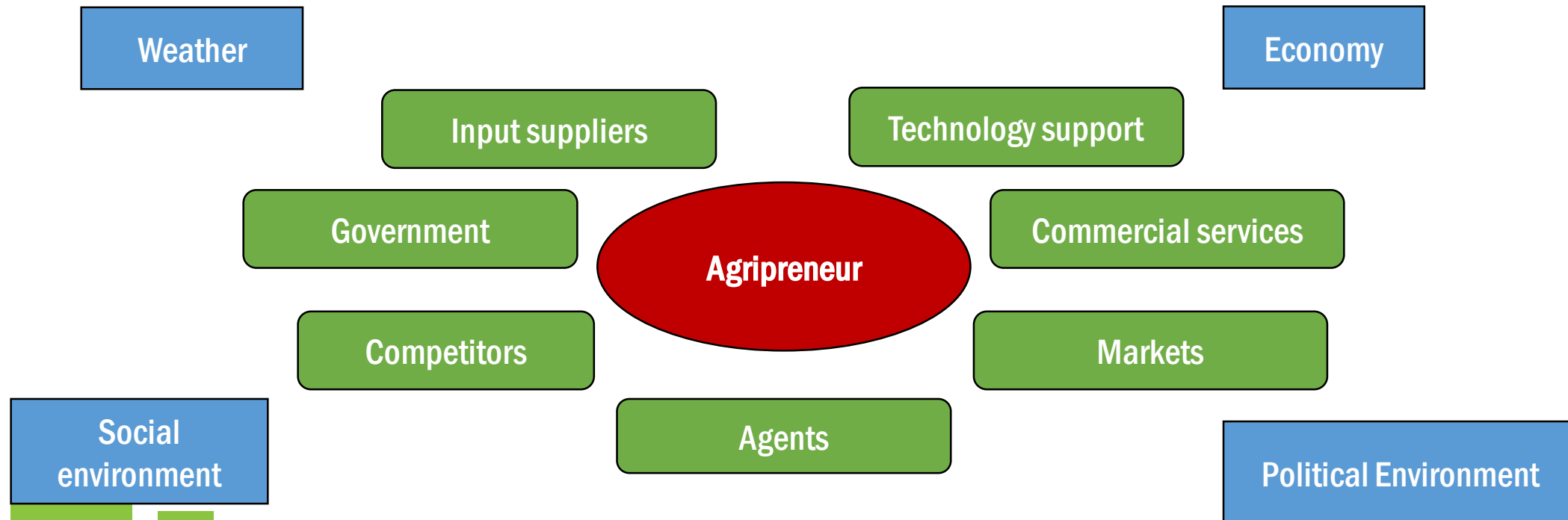
Agripreneurs combine farming skills, entrepreneurial competences, and their own resources (both already possessed and still to be acquired) to seize new business opportunities.

Where does the agripreneur act?

What does it mean, in today's competitive and globalised world, to be an agripreneur?

The world of modern agriculture is characterised by rapid and unpredictable environmental changes that require tools capable of managing all biophysical and productive factors.

The agripreneur takes part in a larger collection of people that have a role in the agricultural value chain: other farmers, suppliers, traders, transporters and processors. Understanding the agricultural ecosystem is the only way for knowing how to react to changes.





For farmers to cope with the risks they will face in the complex world in which they compete, they need to develop an entrepreneurial spirit.

This allows them to make many different decisions about their farms in the context of the value chain that influences the profits of the farm business.

How does the agricultural value chain work? Watch this video (2:12):

shorturl.at/sAPR2

To make sure their farm business develops and adapts in response to these changes, farmer-entrepreneurs need to:

- Stay focused on their purpose;
- Do their best to turn every event to their advantage;
- Seize every opportunity and make the best of it;
- Make the whole system work in their favour.



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To summarise

The agri-food sector has to face numerous challenges linked to the necessity to innovate production systems, and has to respond to the needs of the market. Indeed, the variability of the environment requires tools capable of managing all biophysical and productive factors in all of their complexity.

One of these tools is Precision Agriculture that in recent years has generated great interest; the agripreneurs should demonstrate that they possess a methodological approach that allows them to interpret the technological innovations brought by PA as an opportunity to revitalise the sector.

But which are farmers' goals when they embrace 4.0 solutions?

- the control of production costs and the increase in product quality;
- the reduction of the consumption of agrochemicals, fertilizers, and water;
- the simplification of work through automation.

How to define a successful agripreneur 4.0? An innovative and passionate spirit, with a dynamic mind and open to the future, always interested in experimenting and able to work with new technologies.



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Keeping up with the times to know how to face all the new challenges of the agricultural world: this is the main mission of the agripreneur 4.0, who needs to become more and more able to interpret the technological innovations brought by the PA as an opportunity to revitalise its sector.

It's never too late to study and update on new trends in Precision Agriculture!



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