Training Course on Value Chain Development and Market Linkages for Agricultural Products

Professional Development Training Course Outline

Category	Agriculture	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Training Course on Value Chain Development and Market Linkages for Agricultural Products is designed to empower agricultural stakeholders with the knowledge and skills to optimize the entire agricultural value chain—from production to consumption. In today's competitive global market, understanding the dynamics of value addition, quality control, market trends, and strategic linkages is crucial for increasing profitability, ensuring sustainability, and reducing post-harvest losses. This course leverages data-driven strategies, stakeholder coordination, and digital market integration to enhance the competitiveness of agricultural products.

Through interactive sessions, case-based learning, and hands-on exercises, participants will explore innovative tools and strategies to build inclusive and efficient agricultural value chains. The course bridges the gap between smallholder producers and lucrative markets, fostering agri-business transformation, agro-processing opportunities, market intelligence, and climate-smart agricultural practices. It is ideal for policy makers, agripreneurs, farmer organizations, and extension agents seeking to strengthen market-oriented agriculture.

Programme Curriculum

Training Course on Value Chain Development and Market Linkages for Agricultural Products

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Course Objectives

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

1. Understand the concept of agricultural value chains and their importance.
2. Identify critical nodes and actors in the value chain.
3. Apply value chain mapping techniques for agricultural products.
4. Analyze market dynamics and buyer behavior.
5. Explore agro-processing and value addition opportunities.
6. Build inclusive market systems for smallholder farmers.
7. Apply climate-resilient practices in value chain development.
8. Integrate digital tools for market access and traceability.
9. Develop public-private partnerships (PPPs) in agribusiness.
10. Design strategies for sustainable market linkages.
11. Apply gender-sensitive approaches in value chains.
12. Evaluate financial services and investment options for value chain actors.
13. Implement policy frameworks that support value chain upgrading.

Target Audiences

1. Agribusiness entrepreneurs
2. Farmer-based organizations
3. Agricultural extension officers
4. Government policymakers
5. NGOs and development agencies
6. Agricultural researchers and academics
7. Financial institutions in agriculture
8. Cooperatives and input suppliers

Course Duration: 10 days

Course Modules

Module 1: Introduction to Agricultural Value Chains

- Concepts and definitions
- Importance of value chains in agriculture
- Key actors and linkages
- Enabling environment for value chains
- Challenges and opportunities
- **Case Study**: Maize value chain in Kenya

Module 2: Value Chain Mapping and Analysis

- Tools for mapping value chains
- Identifying constraints and leverage points
- Quantitative vs qualitative value chain data
- Stakeholder analysis
- Upgrading strategies

- **Case Study**: Rice value chain mapping in Vietnam

Module 3: Market Systems and Market Linkages

- Understanding market systems
- Types of market linkages
- Local vs export market dynamics
- Aggregation and bulking strategies
- Buyer requirements and specifications
- **Case Study**: Avocado market access through contract farming in Peru

Module 4: Value Addition and Agro-processing

- Principles of value addition
- Agro-processing technologies
- Branding and packaging
- Quality assurance and certification
- Post-harvest management
- **Case Study**: Cocoa value addition in Ghana

Module 5: Digital Agriculture and E-Marketing

- Role of ICT in agriculture
- Mobile apps for market information
- E-commerce platforms
- Blockchain in traceability
- Data-driven decision-making
- **Case Study**: Digital marketplaces for horticulture in Rwanda

Module 6: Financing Agricultural Value Chains

- Financing gaps in value chains
- Role of microfinance and banks
- Warehouse receipts and invoice discounting
- Risk management and insurance
- Investment readiness for SMEs
- **Case Study**: Agribusiness financing models in Nigeria

Module 7: Climate-Smart Agriculture in Value Chains

- Climate risks in agricultural production
- Climate adaptation in value chains
- Green technologies and innovation
- Resource use efficiency
- Integrating environmental sustainability
- **Case Study**: Coffee climate-smart production in Colombia

Module 8: Policy and Institutional Support

- Agricultural policy frameworks
- Enabling business environment
- Institutional coordination mechanisms
- Role of cooperatives
- Trade agreements and regulations
- **Case Study**: Government support for dairy value chains in India

Module 9: Public-Private Partnerships in Value Chains

- Benefits of PPPs
- Models for PPP in agriculture
- Facilitating collaboration
- Governance and accountability
- Monitoring and evaluation of partnerships
- **Case Study**: PPP in cassava processing in Nigeria

Module 10: Gender Integration in Agricultural Value Chains

- Gender roles and constraints
- Gender-sensitive value chain analysis
- Women's economic empowerment
- Inclusive financing models
- Gender equity in market access
- **Case Study**: Women-led tomato value chain in Ethiopia

Module 11: Youth Empowerment in Agribusiness

- Opportunities for youth in value chains
- Agri-innovation hubs
- Skill development and training
- Access to finance and land
- Youth entrepreneurship models
- **Case Study**: Youth-led poultry enterprise in Uganda

Module 12: Quality Standards and Certifications

- Types of standards (GAP, HACCP, etc.)
- Certification processes
- Compliance costs and benefits
- Market access through certification
- Consumer preferences and safety
- **Case Study**: Organic certification in tea production in Sri Lanka

Module 13: Logistics and Cold Chain Management

- Importance of efficient logistics
- Cold chain technologies
- Transport infrastructure
- Inventory management
- Reducing post-harvest losses
- **Case Study**: Cold chain innovation in banana export from Philippines

Module 14: Business Planning and Market Intelligence

- Market research tools
- SWOT and value proposition design
- Pricing and marketing strategies
- Business model canvas
- Monitoring and evaluation
- **Case Study**: Strategic planning in pineapple export business in Costa Rica

Module 15: Monitoring and Evaluation of Value Chain Projects

- M&E frameworks and indicators
- Baseline and end-line surveys

- Tools for data collection
- Results-based management
- Scaling and sustainability assessment
- **Case Study**: M&E in donor-funded bean value chain in Tanzania

Training Methodology

- Interactive lectures and PowerPoint presentations
- Group exercises and brainstorming sessions
- Role plays and stakeholder simulations
- Real-world case study analysis
- Video documentaries and field visit recommendations
- Action planning and post-training mentorship

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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