EXECUTIVE PROGRAMME IN VALUE ADDITION AND AGRO-PROCESSING

Introduction

Value addition and agro-processing are essential for transforming agricultural products into higher-value goods that increase profitability, reduce post-harvest losses, improve market competitiveness, and create employment opportunities. By adding value to agricultural produce, agribusinesses can access new markets, improve product quality, extend shelf life, and maximize returns across the agricultural value chain. This Executive Programme equips participants with practical knowledge, tools, and strategies to develop profitable value-added products, establish efficient agro-processing enterprises, and compete in local, regional, and international markets. Participants will learn product development, processing techniques, costing, pricing, packaging, branding, quality assurance, food safety, and commercialization strategies while integrating sustainable business practices. Through practical demonstrations, case studies, product analysis, group exercises, and enterprise development approaches, participants will gain the skills required to transform agricultural products into commercially viable enterprises.

Course Objectives

- Understand value addition opportunities across agricultural value chains.
- Identify profitable agro-processing business opportunities.
- Develop market-ready value-added products.
- Apply product costing and pricing techniques.
- Improve packaging, branding, and product positioning.
- Understand food safety and quality assurance requirements.
- Develop commercialization and market entry strategies.
- Improve profitability through efficient production systems.
- Apply sustainable agro-processing practices.
- Develop a Value Addition Business Growth Plan.

Course Modules

> Module 1: Introduction to Value Addition and Agro-Processing
- Understanding Value Addition
- Agribusiness Value Chains
- Agro-processing Opportunities
- Market Trends

> Module 2: Product Development and Innovation
- Product Identification
- Product Development Process
- Product Diversification
- Innovation in Agro-processing

> Module 3: Agro-Processing Technologies
- Processing Methods
- Equipment Selection
- Production Planning
- Process Optimization

> Module 4: Product Costing, Pricing and Profitability
- Costing Value-Added Products
- Pricing Strategies
- Break-even Analysis
- Profit Margin Analysis
- Financial Planning

> Module 5: Packaging, Branding and Product Positioning
- Packaging Materials
- Label Design
- Brand Development
- Product Positioning
- Consumer Appeal

> Module 6: Food Safety, Quality Assurance and Standards
- Good Manufacturing Practices (GMP)
- Food Safety Principles

- Quality Control
- KEBS Standards
- Certification Requirements

> Module 7: Marketing and Commercialization
- Market Research
- Distribution Channels
- Customer Development
- Commercialization Strategies
- Export Opportunities

> Module 8: Business Operations and Productivity
- Production Planning
- Inventory Management
- Operational Efficiency
- Waste Reduction
- Productivity Improvement

> Module 9: Sustainable Agro-Processing and Business Growth
- Circular Economy
- Sustainable Production
- Climate-Smart Processing
- Business Resilience
- Risk Management

> Module 10: Developing a Value Addition Business Plan
- Enterprise Diagnostics
- Business Planning
- Investment Readiness
- Access to Finance
- Product Commercialization Action Plan