Training Course on Horticultural Production and Marketing

Professional Development Training Course Outline

Category	Agriculture	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Horticulture, which involves the cultivation of fruits, vegetables, flowers, and herbs, is a vital sector for food security, rural development, and economic growth. As demand for fresh produce grows globally, horticultural production is becoming increasingly important. However, farmers and horticultural entrepreneurs often face challenges such as production inefficiencies, post-harvest losses, and difficulties in accessing markets. This training course on Horticultural Production and Marketing aims to provide participants with the essential skills and knowledge to optimize production, enhance quality, and navigate the complexities of marketing horticultural products effectively.

The course is designed for farmers, horticultural entrepreneurs, extension workers, and stakeholders involved in the production and sale of horticultural products. It covers the latest practices in crop management, pest control, irrigation, and post-harvest handling, with an emphasis on enhancing product quality to meet market demand. Furthermore, the course will delve into modern marketing techniques, such as branding, distribution strategies, and accessing local, regional, and international markets, ensuring that participants are well-equipped to thrive in a competitive marketplace.

Programme Curriculum

Training Course on Horticultural Production and Marketing

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Course Duration

5 Days

Course Objectives

1. Understand the fundamentals of horticultural production and the key factors influencing plant growth.
2. Learn how to apply modern agricultural practices for the successful cultivation of fruits, vegetables, and flowers.
3. Explore effective pest and disease management strategies to reduce crop losses.
4. Gain knowledge on water management techniques, including irrigation systems for horticultural crops.
5. Learn about the latest advancements in post-harvest handling and storage to maintain quality.
6. Understand the principles of sustainable horticultural practices, including organic farming.
7. Develop strategies for enhancing the quality and marketability of horticultural products.
8. Learn how to identify and access local, regional, and international markets for horticultural products.
9. Understand branding, packaging, and labeling requirements for different markets.
10. Review successful case studies of horticultural production and marketing from around the world.

Organization Benefits

1. Improved productivity through the adoption of modern horticultural practices.
2. Increased market access for horticultural products, both locally and internationally.
3. Enhanced skills in post-harvest management, reducing losses and improving product quality.
4. Ability to adopt sustainable production practices, ensuring long-term viability.
5. Strengthened competitive advantage through better marketing strategies.
6. Improved financial management and pricing strategies for horticultural products.
7. Enhanced organizational capacity to respond to changing market demands and trends.

8. Greater understanding of consumer preferences and how to meet these demands.
9. Ability to diversify product offerings and explore niche markets.
10. Stronger networking with industry stakeholders, including buyers, suppliers, and export partners.

Target Participants

This course is ideal for individuals involved in the horticulture industry, including:

- Smallholder farmers and horticultural producers
- Horticultural entrepreneurs and business owners
- Agricultural extension officers
- Government officials and policymakers in agriculture
- NGO staff working on agricultural development projects
- Agribusiness professionals and consultants
- Exporters and marketers of horticultural products

Course Outline

Module 1: Introduction to Horticultural Production

1. Overview of horticultural crops (fruits, vegetables, flowers, herbs).
2. Key factors affecting horticultural production (soil, climate, irrigation).
3. Basic plant biology and growth stages.
4. Selection of appropriate crops for different regions and climates.
5. Case Study: Successful vegetable farming techniques in Kenya.

Module 2: Crop Management and Pest Control

1. Soil preparation, planting, and crop care.
2. Integrated pest management (IPM) strategies for horticultural crops.
3. Disease prevention and management techniques.
4. Crop rotation and companion planting to reduce pest problems.
5. Case Study: Managing pest outbreaks in fruit orchards in the Mediterranean.

Module 3: Water Management and Irrigation Systems

1. Importance of efficient water use in horticulture.
2. Types of irrigation systems: Drip, sprinkler, and surface irrigation.
3. Optimizing water use efficiency through technologies.
4. Water conservation strategies and rainwater harvesting.
5. Case Study: Drip irrigation in tomato production in India.

Module 4: Post-Harvest Handling and Storage

1. Harvesting techniques to minimize damage and maximize quality.
2. Methods of handling fruits and vegetables post-harvest.
3. Proper storage conditions for various crops.

4. Reducing post-harvest losses through packaging and transportation.
5. Case Study: Reducing post-harvest losses in fresh produce in Latin America.

Module 5: Marketing Horticultural Products

1. Understanding market demand and consumer preferences.
2. Strategies for pricing and positioning horticultural products.
3. Exploring local, regional, and international markets for horticultural products.
4. Branding, packaging, and labeling for market differentiation.
5. Case Study: Exporting organic fruits from Africa to Europe.

Module 6: Sustainability and Trends in Horticultural Marketing

1. Sustainable horticultural practices for long-term profitability.
2. The growing demand for organic and locally grown produce.
3. Trends in consumer preferences and market dynamics.
4. The role of technology in promoting sustainability and traceability.
5. Case Study: Organic farming and certification for international markets.

Training Methodology

1. **Instructor-Led Presentations**: Interactive lectures on horticultural production and marketing topics, delivered by industry experts.
2. **Group Discussions**: Facilitated discussions among participants to share experiences and best practices.
3. **Case Studies**: Real-world case studies from different regions to provide practical examples of horticultural production and marketing success.
4. **Hands-On Activities**: Practical exercises in crop management, pest control, and post-harvest handling techniques.
5. **Market Simulation**: Simulated market scenarios where participants can practice pricing, marketing, and selling their products.
6. **Field Visits**: Visits to local farms and horticultural operations to observe best practices in production and marketing.

Through this course, participants will gain a comprehensive understanding of horticultural production and marketing strategies, enabling them to improve crop quality, reduce losses, access new markets, and increase profitability in the horticultural sector. The training will empower farmers and entrepreneurs to enhance their competitiveness in the global marketplace, ensuring the sustainable growth of their businesses.

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	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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

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