

**Dr. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE  
(Autonomous)  
Coimbatore -641049**

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(Recognized by UGC, Approved by AICTE, New Delhi and  
Affiliated to Bharathiar University, Coimbatore)

**DEPARTMENT OF BUSINESS ADMINISTRATION (UG)**

**COURSE NAME : BASICS OF AGRICULTURAL BUSINESS  
MANAGEMENT  
III YEAR /VI SEMESTER**

**Unit 1: Types of Agricultural Business**

Ms. Pavithra. C.R |Assistant Professor :Business Administration  
(UG):Title : Types of Agricultural Business



# Types of Agricultural Business

## Basics of Agricultural Business Management



# Today's Learning Journey

01

## Agricultural Business Categories

Understanding the diverse sectors within agricultural enterprise

02

## Production Systems

Exploring primary production and farming operations

03

## Processing & Distribution

Value addition and supply chain management

04

## Support Services

Essential services that enable agricultural success

05

## Interactive Activities

Quick polls, think-pair-share, word clouds, and reflections throughout

# Primary Production Businesses

## Crop Production

- Grain farming: wheat, maize, rice cultivation for global markets
- Horticulture: fruit orchards, vegetable farms, and commercial gardens
- Specialty crops: herbs, medicinal plants, and organic produce
- Cash crops: cotton, sugarcane, tobacco for industrial use

## Livestock Operations

- Dairy farming: milk production and dairy product manufacturing
- Poultry: egg production and meat processing operations
- Beef cattle: ranching and feedlot management systems
- Aquaculture: fish farming and shellfish cultivation

**Classroom Interaction – Quick Poll (3 minutes):** Which type of primary production business interests you most? Vote using your devices and we'll discuss the top choices!

# Agricultural Processing Enterprises



## Food Processing

Transforming raw agricultural products into consumer-ready goods

- Milling operations for flour and grain products
- Fruit and vegetable canning facilities
- Meat processing and packaging plants



## Value Addition

Creating premium products with enhanced market value


- Cheese and yoghurt production from raw milk
- Juice extraction and beverage manufacturing
- Frozen food production and preservation



## Specialty Processing

Niche markets requiring specialised handling

- Organic certification and processing standards
- Artisanal and craft food production
- Export-quality processing facilities

 **Think-Pair-Share Activity (3 minutes):** Partner with a classmate. Discuss a local food processing business you know. How does it add value? Share insights with the class.

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# Distribution and Marketing Systems



## Wholesaling

Bulk distribution to retailers, restaurants, and institutional buyers through regional distribution centres



## Retailing

Direct consumer sales via farmers' markets, farm shops, and agricultural retail chains



## Export Operations

International trade logistics, quality compliance, and cross-border agricultural commerce

"The agricultural supply chain connects farm to fork, with each business type playing a crucial role in delivering quality products to consumers whilst maintaining profitability."

03.12.2025

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# Agricultural Support Services

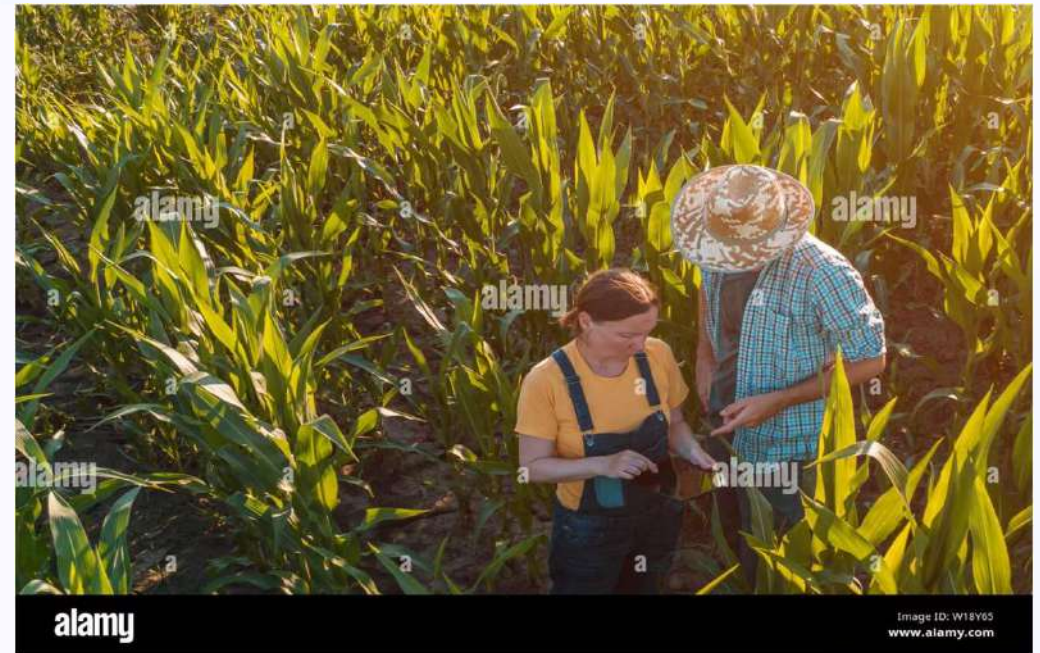
## Input Supply Businesses

- Seed companies and nurseries
- Fertiliser and agrochemical dealers
- Farm equipment and machinery suppliers
- Feed mills and animal nutrition services



## Professional Services

- Agricultural consultancy and advisory services
- Veterinary clinics and animal health providers
- Soil testing laboratories and agronomists
- Financial services and agricultural insurance



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# Group Activity: Design Thinking Challenge



- 1 — Empathise Stage  
**Activity:** Interview a hypothetical farmer about their business challenges  
**Outcome:** Identify three key pain points in their agricultural operation
- 2 — Define Stage  
**Activity:** Clearly articulate the problem your group will solve  
**Outcome:** One focused problem statement for an agricultural business solution
- 3 — Ideate Stage  
**Activity:** Brainstorm innovative agricultural business models that address the problem  
**Outcome:** Five creative business ideas combining different agricultural sectors

Groups of 4-5 students | Duration: 15 minutes | Present your top idea to the class

# Interactive Case Study

## Sunrise Organic Farms: A Diversification Success Story

### Background

Sunrise Organic Farms started as a small 50-acre vegetable operation in 2015. By 2023, they diversified into processing, direct retail, and agritourism, increasing revenue by 340%.

### Business Portfolio

- Primary production: organic vegetables and herbs
- Processing: jarred preserves and dried herbs
- Farm shop: direct consumer sales
- Agritourism: educational farm visits

### Discussion Points

1. What advantages does vertical integration provide Sunrise Farms?
2. How do multiple business types reduce risk for agricultural entrepreneurs?
3. What challenges might arise from managing diverse agricultural businesses?
4. How could technology improve their operations?
5. What lessons apply to other agricultural contexts?

**Reflection Activity (2 minutes):** Write one key insight from this case study. How might you apply this diversification strategy in your future career?

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# Key Learning Points & Assignment

## Summary of Key Concepts

- Agricultural businesses span production, processing, distribution, and support services
- Diversification across business types can strengthen resilience and profitability
- Each sector requires different expertise, capital, and management approaches
- Integration between sectors creates value chain opportunities

## Take-Home Assignment

### Research Project (Due next week):

1. Select one agricultural business in your local area
2. Identify its business type and analyse its operations
3. Interview the owner/manager about challenges and opportunities
4. Prepare a 1,000-word report with recommendations for growth
5. Include photos and financial data if available



# Questions, Reflections & Thank You



## Open Discussion

Share your questions about agricultural business types, career paths, or today's content



## Final Reflection

What surprised you most today?  
Which agricultural business type aligns with your interests?



## Thank You

Excellent engagement today!  
Looking forward to seeing your assignment insights next week.