

AGRIBUSINESSACADEMY

Agribusiness Learning Courses and Pathways

PROSPECTUS -2026

Welcome to “Agribusiness Academy Marketplace (AAM)”

We would like to thank you for taking the time to review the possibilities of **Agribusiness Academy Marketplace (AAM)** in the context of your **Learning and Development (L&D)** and institutional capacity-building goals.

Over the years, we have collaborated with **20+ industry experts** and engaged **more than 50,000 learners** to develop a world-class repository of content and assessments. Our **modular learning design** and **flexible delivery models** have enabled us to create specialized learning pathways addressing critical themes across food, agriculture, and sustainability.

With over a decade of focused effort, we have built the **capability and confidence to serve organizations, educational institutions, and development agencies** in their pursuit of workforce and talent development. The AAM repository allows us to design **custom content, case studies, and blended delivery models** that align with specific institutional goals or project requirements.

Whether you are exploring a **learning content partner**, a **digital delivery partner**, or a **strategic collaborator** for L&D or capacity-building initiatives, we invite you to review the pathways presented in this prospectus.

Your feedback and collaboration have been instrumental in shaping our journey so far — and we are deeply committed to amplifying our impact through continuous innovation and partnerships.

Please feel free to connect with us at vijayender@agribusiness.academy with your questions or suggestions.

We sincerely appreciate your time, engagement, and interest in partnering with Agribusiness Academy to shape the future of agrifood learning.

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Projects Powered by AAM Content & Capabilities - Examples

- **Institution:** International Trade Centre (ITC)
- **Target Learners:** 4000+ (Iraq)
- **Project:** Developed Agribusiness Entrepreneurship Course and Assessment



**Asian
Productivity
Organization**

- **Institution:** Asian Productivity Organisation (APO)
- **Target Learners:** 2000+ (Asia and Middle East)
- **Project:** Developed “Urban Agriculture” and “Digital Agriculture for Smallholders” Courses

Projects Powered by AAM Content & Capabilities - Examples

- **Institution:** Business School Netherlands (BSN)
- **Served Learners:** 1000+ (Global learners)
- **Project:** Design, development and delivery partner for Food & Agribusiness Executive Programmes of BSN

[\(Link: BSN Executive Programmes\)](#)



- **Institution:** Institute of Food and Agribusiness Leadership
- **Target Learners:** Professionals and Entrepreneurs in the Food & Agribusiness
- **Project:** Platform, content and AI coaching support for Mini MBA offered by IFAL

Content & Learning Platform

The screenshot displays the IFAL Content & Learning Platform interface. At the top, the IFAL logo is on the left, a search bar is in the center, and user profile information for 'Pavan Siva User' is on the right. A blue sidebar on the left contains navigation icons for home, list, calendar, and help. The main content area features a 'View' dropdown and a 'Sort by Date' option. Four course cards are visible, each with a progress bar and a 'Start' button. The first card is for 'Introduction to Agribusiness :Malaysia's Agriculture' (50% progress). The second is 'Smart Irrigation project - Workshop' (Start button). The third is 'Dynamics of digital agriculture' (30% progress). The fourth is 'Agtech Innovations in India - Reading material' (25% progress). Below these are four more course cards with various agricultural and digital-themed images.

IFAL

Search

Pavan Siva User

View

Sort by Date

Course

Introduction to Agribusiness :Malaysia's Agriculture

50%

Course

Smart Irrigation project - Workshop

Start

Course

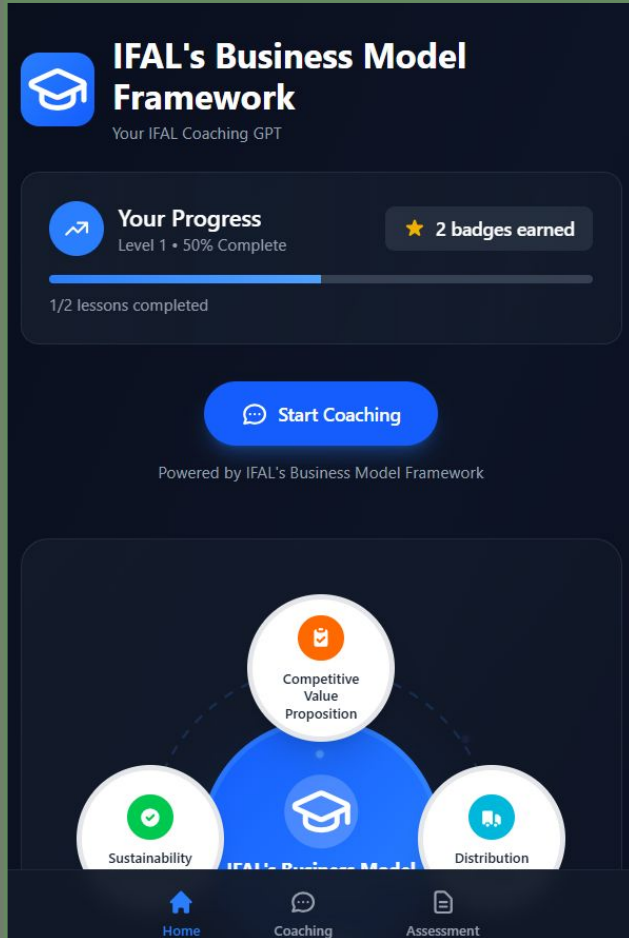
Dynamics of digital agriculture

30%

Course

Agtech Innovations in India - Reading material

25%



AI powered Coaching

AA Learning Content Experts



Dr. David Hughes - Trends



Dr. Vijayender Nalla -
Business Models



Dr. Afton Halloran - Novel
Foods



Dr. Steven Sonka -
Agrifoodtech



Sifiso Tabva - Smallholder
Agriculture



Pavan Siva - AgriFinance
Business Models

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You can learn more about them [here](#)

Pathways / Certifications offered through Agribusiness Academy Marketplace

- 1) AgriFoodTech's Value
- 2) Digital Agriculture For Smallholder Farmers
- 3) Disruptive Food Value Chains
- 4) Food and Agriculture Business Models
- 5) Food Distribution and Retail
- 6) Food Losses and Food Waste
- 7) Food Sustainability and Sustainable Development
- 8) Novel Food and Consumers
- 9) Sustainable Finance
- 10) Sustainable Sourcing
- 11) Climate Smart Agriculture Business Models

Pathway: AgriFoodTech's Value

- Learn to review and apply digital & hardware technologies to emerging and established Food & Agribusiness value chains
- Learn to design the processes to ensure supply chain wide safety and transparency
- Learn how established businesses are leveraging the digital innovations to fine-tune their business models

Courses offered through this pathway

- 1) Dynamics of digital agriculture
- 2) Beyond big data - The case of digital agriculture
- 3) AgriFoodTech business model design - Dr. Vijayender Nalla
- 4) NatureBox Business Model
- 5) AgriFoodTech Trends and Industry adoption examples
- 6) AgriFoodTech value proposition insights and cases - Vijayender Nalla
- 7) Distribution strategy insights in AgriFoodTech - Vijayender Nalla
- 8) Chain Partnerships for AgriFoodTech - Frameworks and Insights
- 9) Sustainability Elements in AgriFoodTech - Insights and Cases
- 10) Business Model Case Study: SIM
- 11) Business Model Design Case: Agrio
- 12) Business Model Design Case - Winnow Solutions
- 13) Pathway Reflection Exercise - AgriFoodTech's Value

Pathway: Digital Agriculture For Smallholder Farmers

- Learn how digitalisation in smallholder farmer value chains (starting from pre-production all the way to retail & consumers) is impacting their decision making capacity and productivity.
- Learn about the hardware and digital innovations that are being deployed from crop choice, agri-input procurement, production management, crop health management, nutrition management, harvest & post-harvest management.

Courses offered through this pathway

- 1) Digitization and Digitalization Framework for SHFs
- 2) Agri input digitalization solutions for SHFs
- 3) Data based technologies for production stage of SmallHolder Farmer (SHF) operations
- 4) Innovative Harvest and Post Harvest Solutions for SmallHolder Farmer Operations
- 5) Advancing digital solutions for SHFs
- 6) Pathway Reflection Exercise - Digital Agriculture for SHFs

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Pathway: Disruptive Food Value Chains

- Learn the competitive value proposition tool design and how to apply it
- Learn to design the value chain structure and partnerships to deliver the value proposition
- Learn to review/asses other business model components (distribution strategy and sustainability elements) for businesses that have scaled successfully

Courses offered through this pathway

1. Analysis of the design of food chains
2. Value Chain Design - Workshop
3. How to build a Circular Food Value Chain?
4. Innovations in Horticulture Supply Chains
5. Food & Agribusiness Trends for competitive value proposition design
6. Food & Agribusiness Industry examples of value chain redesign
7. Business Model Design Case: Case of Rebel Foods
8. Business Model Design Case: Case of FeFiFo
9. Pathway Reflection Exercise - Disruptive Food Value Chains

Pathway: Food and Agriculture Business Models

- Learn the basics of Agriculture and Value chains
- Learn the components of the business model framework and their individual importance
- Understand how the components of the business model framework come together to create profitable businesses

1. Food and Agriculture Business Models (Framework and Cases)
2. Agriculture Production Decisions
3. The Business of AgriTech
4. The Business of Organic and Regenerative Agriculture
5. Food and Agribusiness Trends and Developments
6. The Business of Alternative Foods
7. Agribusiness Value Chains and Food Distribution
8. Path to Profitability in Agribusiness
9. Business Model Design Exercise: The Case of Snack and Ingredient Manufacturer
10. Value Chain Financing in Agribusiness
11. The Business of Urban Agriculture
12. Digital Agriculture for Smallholders
13. Basics of Accounting and Finances
14. Sorting, Packaging, Labelling, Storage and Transportation of Food Products
15. Food and Agriculture Business Models Pathway Learning Reflection and Coaching

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Pathway: Food Distribution and Retail

- Learn how to design distribution strategy that is aligned with the value proposition
- Learn the distribution and retail trend patterns and map them appropriately to the specific business context
- Learn to use global retail developments and insights in your own context

Courses offered through this pathway

1. Game changing innovations in retail
2. Developments in Global Food Retail (Seminar)
3. Introduction to Digital Distribution and Logistics
4. Mastering Market Realities in the Global Meat
5. Mastering Market Realities in Global Fresh Produce
6. Design a Business Model for a Grower Partnership (Seminar)
7. Food Distribution and Retail Trends during and post Covid-19
8. Business Model Design Case: Thrive Food Market
9. Business Model Design Case: Licious
10. Business Model Design Case: SoFresh
11. Business Model Design Case: Twiga Foods
12. Pathway Reflection Exercise - Food Distribution and Retail

Pathway: Food Losses and Food Waste

- Learn to review and apply technologies to create circular and disruptive supply chains
- Learn to apply the framework to create sustainable business value out of potential food waste
- Learn how established food businesses are dealing with food waste in their value chains

Courses offered through this pathway

1. Introduction to Packaging and Transport
2. Innovative Harvest and Post-Harvest Solutions
3. Post-Harvest Technology Interventions - Part 1
4. Post-Harvest Technology Interventions - Part 2
5. Creating Value out of Food Losses and Waste - Industry Best Practice Cases
6. Circular Food Value Chains: The Case of NoFoodWasted
7. Pathway Reflection Exercise - Food Losses and Food Waste

Pathway: Food Sustainability and Sustainable Development

- Learn to review the sustainability elements in the context of the value chain
- Understand how different indoor food production technologies are transforming the agribusiness value chains
- Learn how to critically review sustainable food businesses in different geographies

Courses offered through this pathway

1. How can you change the game of agriculture
2. Agribusiness and Food sustainability Trends - Dr. David Hughes
3. How to Create Sustainable Business from Food Losses and Waste
4. Food & Agribusiness Sustainability Trends during and post Covid-19
5. Food and Agribusiness Industry examples of sustainability
6. Business Model Design Case: Puris Foods
7. Business Model Design Case: Indigo Ag
8. Pathway Reflection Exercise - Food Sustainability and Sustainable Development

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Pathway: Novel Food and Consumers

- Learn about alternative food sources around the world
- Learn the approaches to interact with consumers/shopper and leverage that data for fine-tuning and re-defining value proposition
- Understand the market realities in global meat and fresh produce sectors

Courses offered through this pathway

1. The Business of Alternative Foods
2. Novel Food Trends and Industry Examples
3. Big Food participation in Novel Food Chains
4. Business Model Design Case: Vegetarian Butcher
5. Business Model Design Case: Oatly
6. Pathway Reflection Exercise - Novel Foods and Consumers

Pathway: Sustainable Finance

- Understand the approach of value chain financing over conventional financing
- Learn how to evaluate different factors for designing an effective financial product by Banks or any Agribusiness value chain actor
- Understand the need for cashflow tool in planning and optimisation of production processes
- Understand the financial needs and risks of a smallholder

Courses offered through this pathway

1. AgFinance Podcast with Lorna Grace
2. Smallholder Farmers and Finance
3. Finance as it relates to Value Chain
4. Types of Value Chain Finance Products
5. Forgotten Finance in Agribusiness
6. Designing and Quantifying a Financial Product in Agribusiness
7. Cashflow Tool for Farm Production
8. AgFinance in a Digital age - Q & A with Lorna Grace
9. Business Model Design Case - Produce Pay
10. Business Model Design Case: Tarfin
11. Pathway Finance - Reflection Exercise

Pathway: Sustainable Sourcing

- Learn and apply supplier selection frameworks
- Learn and apply supplier risk management tools
- Learn and apply spend management tools
- Learn about and apply Cold chain logistics innovations and last mile logistics innovations

Courses offered through this pathway

1. Strategic Sourcing in Food Industry
2. Trading Agro Commodities using Blockchain: Case of Binkabi
3. Big Data Applications in Cold Chain Management
4. How to get Traceability in your Food Business?
5. Traceability trends and innovations for sourcing in food industry
6. Pathway Reflection Exercise - Sustainable Sourcing

Pathway: Climate Smart Agriculture Business Models

- Understand the production challenges because of climate change
- Learn about the agritech innovations that are helping businesses overcome the climate change related challenges
- Learn about the post-harvest and market side innovations

Courses offered through this pathway

1. Agriculture Production - Decision and Operating dynamics
2. Agriculture Business Models - Frameworks and Cases
3. Climate Change, Smallholder Farmers and Food Security
4. Agriculture System and Sustainability
5. Carbon Farming - Opportunities and Challenges
6. Digital Agriculture for Smallholders
7. Innovations in Sorting, Packaging, Labelling, Storage and Transportation
8. Marketing and Distribution in Agribusiness Value Chains
9. Organic and Regenerative Agriculture Value Chains

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Please drop your questions to: vijayender@agribusiness.academy