New Mexico Agriculture, Food & Natural Resources Course Framework

Agricultural Entrepreneurship (0192)

Suggested Course Length: 180 Days

AFNR Pathway: Agribusiness Systems (ABS)

Unit 1: Introduction to Agricultural Entrepreneurship

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Entrepreneur vs Employee	ABS.01 Entrepreneurship Principles (Business opportunity identification and enterprise development)	Entrepreneur Profile Project	SBA Youth Entrepreneurship, FFA Resources	Identify potential Entrepreneurship SAE
Agricultural Business Opportunities	ABS.01 Entrepreneurship Principles	Agricultural Opportunity Analysis	NMSU Extension, NMDA	SAE Business Concept Selection
Innovation in Agriculture	ABS.01 Entrepreneurship Principles	Innovation Proposal	CASE AFM, MyCAERT	SAE Development

Unit Assessment

- Entrepreneur Profile Project
- Agricultural Opportunity Analysis

Unit 2: Personal Leadership and Career Readiness

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Leadership Development	CRP.04 Communicate Effectively	Leadership Reflection Portfolio	FFA Leadership Resources	Leadership SAE Skills
Professionalism	CRP.01 Career Planning & Management	Resume and Cover Letter	AgCareers	Career Exploration SAE
Employability Skills	CRP.07 Employability Skills	Mock Interview	FFA Employment Skills LDE Resources	Placement SAE

Unit Assessment

- Career Readiness Portfolio
- Resume and Interview Project

Unit 3: Identifying Agricultural Business Opportunities

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Market Research	ABS.01 Economic Analysis	Market Research Report	USDA Market News	SAE Feasibility Study
Value-Added Agriculture	ABS.01 Business Opportunity Evaluation	Business Opportunity Analysis	NMSU Extension	Entrepreneurship SAE
Consumer Needs Analysis	ABS.01 Economic Principles	Customer Survey Project	Farm Credit Resources	Enterprise Selection

Unit Assessment

- Market Analysis Report
- SAE Enterprise Feasibility Study

Unit 4: Business Models and Ownership Structures

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Sole Proprietorship	ABS.03 Business Structure Development	Ownership Comparison Matrix	SBA Resources	Select SAE Ownership Structure
Partnerships	ABS.03 Business Organization Models	Structure Recommendation Report	Local Agribusiness Profiles	Entrepreneurship SAE
Corporations, LLCs & Cooperatives	ABS.03 Business Organization Analysis	Cooperative Case Study	DFA, Land O'Lakes	Business Planning

Unit Assessment

- Business Structure Analysis

Unit 5: Business Planning Fundamentals

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Mission and Vision Statements	ABS.04 Strategic Planning	Develop Mission Statement	SBA Business Planning Tools	SAE Business Plan
Feasibility Studies	ABS.04 Business Planning	Conduct Feasibility Analysis	SCORE Mentors	Entrepreneurship SAE
Goal Development	ABS.04 Strategic Planning	SMART Goals Assignment	MyCAERT	SAE Goal Development

Unit Assessment

- Business Plan Draft

Unit 6: Financial Management for Entrepreneurs

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Start-up Costs & Budgeting	**ABS.02.02.01.b** Prepare financial reports to describe AFNR business performance. [2024 AFNR...e Document | PDF]	Startup Budget	Farm Credit, AET	SAE Budget Development
Cash Flow Analysis	**ABS.02.02.01.b** Prepare financial reports to describe AFNR business performance. [2024 AFNR...e Document | PDF]	Cash Flow Projection	Excel Templates	Entrepreneurship SAE
Financial Analysis	**ABS.02.02.01.c** Interpret financial reports for AFNR businesses. [2024 AFNR...e Document | PDF]	Break-even Analysis	Extension Resources	Business Plan Financial Section

Unit Assessment

- Financial Planning Portfolio

Unit 7: Marketing Agricultural Products and Services

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Branding	ABS.06 Marketing Strategy Development	Create Brand Identity	Canva, FFA Sales Resources	Entrepreneurship SAE
Pricing Strategies	ABS.06 Market Analysis & Pricing	Product Pricing Project	USDA AMS	Sales Planning
Social Media Marketing	ABS.06 Marketing Communications	Marketing Campaign	Social Media Platforms	Agricultural Sales CDE
Customer Relations	ABS.06 Customer Relationship Management	Customer Service Analysis	Industry Examples	Sales SAE

Unit Assessment

- Marketing Campaign Project

Unit 8: Resource Management

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Inventory Management	**ABS.02.02.02.a** Summarize inventory management strategies. [2024 AFNR...e Document | PDF]	Inventory Tracking Report	AET, Excel	Entrepreneurship SAE
Inventory Reporting	**ABS.02.02.02.b** Prepare inventory-related financial reports. [2024 AFNR...e Document | PDF]	Inventory Valuation	Farm Records	Production SAE
Resource Optimization	**ABS.02.02.02.c** Recommend improvements to inventory management. [2024 AFNR...e Document | PDF]	Resource Management Plan	NMSU Extension	Enterprise Growth

Unit Assessment

- Resource Management Plan

Unit 9: Risk Management and Business Law

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Sources of Risk	**ABS.04.03.01.a** Describe sources of risk for an AFNR business. [2024 AFNR...e Document | PDF]	Risk Identification Worksheet	USDA-RMA	SAE Risk Assessment
Risk Mitigation	**ABS.04.03.01.b** Analyze risk-management strategies. [2024 AFNR...e Document | PDF]	Risk Analysis Project	Farm Bureau	Entrepreneurship SAE
Insurance & Liability	**ABS.04.03.02.b** Analyze methods of reducing risk. [2024 AFNR...e Document | PDF]	Insurance Comparison Project	Insurance Industry Resources	Enterprise Protection
Business Law	**ABS.04.03.02.c** Prepare a comprehensive risk management plan. [2024 AFNR...e Document | PDF]	Legal Compliance Checklist	SBA Resources	Business Planning

Unit Assessment

- Risk Management Portfolio

Unit 10: Agricultural Enterprise Development

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Growth Strategies	ABS.04 Business Growth Planning	Expansion Strategy Report	SBA, SCORE	SAE Expansion Project
Business Scaling	ABS.04 Strategic Business Development	Business Growth Analysis	Farm Credit	Entrepreneurship SAE
Competitive Analysis	ABS.01 Business Environment Analysis	Competitor Analysis Report	Market Data Sources	Enterprise Improvement

Unit Assessment

- Expansion Strategy Report

Unit 11: Funding and Investor Relations

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Funding Sources	**ABS.02.02.01.b** Prepare financial reports supporting business performance. [2024 AFNR...e Document | PDF]	Loan Proposal	Farm Credit	SAE Expansion
Investor Relations	**ABS.02.02.01.c** Interpret financial reports for decision-making. [2024 AFNR...e Document | PDF]	Investor Presentation	Local Lenders	Agribusiness Management CDE
Agricultural Lending	**ABS.04.03.01.b** Analyze financial risk management strategies. [2024 AFNR...e Document | PDF]	Funding Analysis	USDA FSA	Entrepreneurship SAE

Unit Assessment

- Funding Proposal

Unit 12: Agricultural Entrepreneurship Capstone

Length: 15 Days

Course Competency	AFNR Performance Indicator	Sample Measurement	Teacher Resources	SAE/FFA Connection
Business Planning	ABS.04 Business Planning & Development	Complete Business Plan	SBA Business Plan Builder	Entrepreneurship SAE
Financial Planning	**ABS.02.02.01.b-c** Prepare and interpret financial reports. [2024 AFNR...e Document | PDF]	Startup Budget & Projections	Farm Credit	SAE Expansion
Marketing Planning	ABS.06 Marketing Strategy Development	Marketing Section of Plan	FFA Entrepreneurship	Agricultural Sales CDE
Risk Management	**ABS.04.03.02.c** Prepare a comprehensive risk management plan. [2024 AFNR...e Document | PDF]	Risk Management Section	USDA RMA	Entrepreneurship SAE
Investor Pitch	Integrates all course standards	Investor Presentation	Industry Panel	Agribusiness Management CDE

Capstone Assessment

Students build their SAE business into a complete agricultural enterprise plan containing:

1. Executive Summary
2. Business Description
3. Ownership Structure

4. Market Analysis
5. Marketing Plan
6. Human Resource Plan
7. Financial Statements
8. Cash Flow Projection
9. Startup Budget
10. Risk Management Plan
11. Funding Request
12. Investor Pitch

SAE Backbone Model for the Entire Course

Quarter	SAE Milestone
Q1	Identify business opportunity and conduct feasibility study
Q2	Develop business structure and business plan
Q3	Build financial, marketing, and risk-management components
Q4	Secure funding strategy and deliver investor pitch

End Goal: Every student completes an Entrepreneurship SAE that can be submitted for:

- FFA Degree advancement

- Entrepreneurship Proficiency Award
- Agribusiness Management CDE
- Agricultural Sales CDE
- Local business plan competitions