

Organic Agriculture & Agri-Ecotourism

1. Overview

The purpose of this programme is to equip participants with the knowledge and practical skills to implement sustainable farming practices, understand organic certification requirements, apply agricultural marketing principles, and participate in agri-ecotourism activities. Participants will also develop effective communication, workplace learning, and writing skills to support professional performance within the agricultural sector. The programme promotes environmentally responsible farming practices while encouraging sustainable agricultural and tourism development.

2. Programme Outcome:

- Apply sustainable farming practices that conserve natural resources and protect the environment
- Explain the importance of environmental conservation in agricultural production
- Apply marketing principles to agricultural products and services
- Demonstrate an understanding of organic certification requirements and internal control systems
- Participate in agri-ecotourism activities and communicate effectively with visitors
- Apply workplace learning strategies and use learning resources effectively
- Produce clear, accurate, and professional written workplace documents
- Promote environmentally sustainable and economically viable agricultural practices

Qualification:

Certificate of Completion

Duration:

4-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0444

SAQA US:

116121, 116126, 8967, 8964, 116076, 116069

NQF Level:

2

Credits:

23

Entry Requirements:

Basic literacy & Numeracy skills

Training Options:

Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-Face

3. Programme Content

- **(116121 US):** Apply sustainable farming practices to conserve the ecological environment
- **(116126 US):** Apply marketing principles in agriculture
- **(8967 US):** Use language and communication in occupational learning programmes
- **(8964 US):** Write for a defined context
- **(116076 US):** Introduce organic certification and internal control systems
- **(116069 US):** Participate in agri/ecotourism practices at both micro and meso levels to tourists

4. Topics

Module 1: Sustainable Farming Practices

- Principles of sustainable agriculture
- Natural resource conservation
- Soil and water conservation
- Environmental protection
- Agricultural conservation regulations
- Sustainable land management
- Responsible farming practices

Module 2: Agricultural Marketing

- Principles of agricultural marketing
- Market research
- Understanding customer needs
- The marketing mix
- Pricing agricultural products
- Product promotion and distribution
- Marketing strategies for agricultural enterprises

We trust that the above is in order and look forward to hearing from you for Implementation

Module 3: Workplace Learning and Communication

- Learning strategies for occupational programmes
- Using learning resources effectively
- Planning and organising learning
- Gathering and managing information
- Teamwork and collaboration
- Workplace communication skills
- Reflective learning practices

Module 4: Professional Writing Skills

- Writing for different workplace contexts
- Business correspondence
- Agricultural reports and records
- Grammar and sentence structure
- Editing and proofreading
- Writing for specific audiences and purposes
- Workplace documentation

Module 5: Organic Certification and Internal Control Systems

- Introduction to organic farming
- Principles of organic production
- Organic certification requirements
- Internal control systems
- Compliance with certification standards
- Record keeping for organic production
- Maintaining organic farming practices

Module 6: Agri-Ecotourism

- Introduction to agri-ecotourism
- Agricultural tourism opportunities
- Communicating with tourists
- Customer service in agri-tourism
- Farm attractions and activities
- Sustainable tourism practices
- Promoting agricultural enterprises through tourism

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5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding
- **Practical Assignments:** Hands-on tasks related to course topics
- **Workplace Assignments and Logbook:** Application of skills in real-world settings

Successful participants will receive a certificate of completion.

6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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