

Farm Manager

Overview

Explore our "Farm Manager" certification course, designed to help you develop new skills and strengthen your existing abilities as a leader, technician, or agricultural engineer. This course, which combines the latest technological and scientific advances in horticulture with sharp managerial skills focused on leadership and globalization, is your ticket to professional success. Join us today and prepare to face the most challenging demands of the agricultural sector.

Delivered by confirmed national and international experts in horticulture, agro-technology, and leadership, the "Farm Manager" course offers participants the opportunity to discuss and analyze various technical and managerial strategies through presentations, round tables, working group sessions, and case studies. It also helps identify best practices implemented for the development and deployment of skills in horticulture.

Duration

15 months

Location

Agadir Horticultural Complex / International Internship

Rhythm

Part-time training (Thursday, Friday: 4pm - 7pm / 8pm - Saturday: 2pm - 5pm / 6pm)

Language

Training delivered in English/French



Admission requirement, admission file and registration

Visit our website or contact our administration (farmmanager.cha@gmail.com)



Program Farm Manager

Strategy and Financial Performance

99 hours

1. Strategic Management
2. Macroeconomic environment
3. Managerial Accounting
4. Budgetary Management
5. Cost Calculation and Analysis
6. Management Control
7. Investment and Financing Choices
8. Tax Law
9. Dashboard and Performance Indicators

Operations Management

76 hours

1. Supply Chain Management
 - Logistics Chain Management
 - Operations Management (inventory, warehousing...)
2. Procurement Policy
 - Supply Chain Processes
 - Purchasing Strategy
 - Supplier Selection
 - Negotiation – Purchasing
3. Quality Management
4. Problem Solving Methods

Managerial Posture & HR Practices

128 hours

1. Personal Development & Efficiency
 - Develop your emotional intelligence and gain confidence
 - Communicate effectively and manage conflicts
 - Organize your time and manage your stress
 - Manage meetings effectively
2. Management & Leadership
 - Manage your team daily
 - Develop your leadership and drive change
3. Personnel Administrative Management
 - Labor Law
 - Compensation Management
4. Social Relations
 - Social Relations Management
 - Crisis Management

Marketing and Business Development

78 hours

1. Marketing & Commercial Strategy
2. Digital Marketing
3. Sales Techniques and Business Negotiation
4. Globalization of the Business Environment
5. Regulations and International Trade
6. Business Law

Entrepreneurship and Digital Innovation

90 hours

1. Entrepreneurship and Business Models
2. Digital Transformation
3. Information Systems
4. Management of Innovative Projects
5. Artificial Intelligence and Big Data
6. Social Responsibility of an Agricultural Business

Greenhouse Horticulture Technology and Crop Management

120 hours

1. Climate Control
2. Irrigation and Plant Nutrition
3. Crop Maintenance and Integrated Pest Management
4. Data-Driven Agriculture
5. Harvest and Post-Harvest Management

Seminars

National and International Thematic Seminars:

- Leadership
- Management
- International Trade
- Policy and Strategy
- Bilateral Agreements
- Business Development...

Internships

An International Expertise Internship:

- Production / Logistics / Marketing
- 1 to 3 months at Harvest House in the Netherlands.
 - There is also the option to choose other countries (Mexico, Spain...).

**Team working
&
Business Project**



Career

Degree

The "Farm Manager" course is a high-level certification training. Upon successful completion of a rigorous evaluation based on acquired skills and mastery of key concepts, a certificate will be granted to the attendee who has followed all the training modules.

Profile / Skills to be Acquired

In broad terms, the Farm Manager is responsible for organizing and managing all operations related to agricultural production from a technical and managerial standpoint. Beyond technical tasks, the role covers all links in the value chain, from understanding the ecosystem and environment of the fruit and vegetable sector.

- Working closely with top management, the Farm Manager helps determine the strategic direction of the farm, which includes decisions on crop selection, planting schedules, target markets, and technical-economic objectives.
- The Farm Manager plays a role in shaping the financial strategy of the company and in the development of innovative business opportunities.
- A solid understanding of project management methodologies is vital, along with the ability to work within a multidisciplinary team.
- Budgeting responsibilities include crafting a budget forecast for each campaign and participating in its execution.
- The Farm Manager sets goals, develops predictive scenarios for each parcel's production, and collaborates closely with the packing station and the sales/export department.
- This role contributes to the definition and implementation of the company's procurement strategy with a focus on rationalization and cost reduction/optimization.
- Operating (or coordinating with the procurement manager) the operational procurement process from identifying needs to negotiating and operationalizing contracts with suppliers and service providers falls within the Farm Manager's duties.
- Auditing techniques and management control tools can be adopted within this role.
- The Farm Manager handles the material management of the farm, including supplies, equipment maintenance, and general resources.
- Regular analysis of market conditions, anticipating constraints, and proposing innovative production methods with appropriate technology are part of the responsibilities.
- The Farm Manager fosters performance through innovative team management.
- Continuous improvement of employees is managed, along with the evaluation of their contributory performance (performance management).
- The Farm Manager leads teams towards change and performance, with a focus on yield and quality.
- Driving changes in complex and challenging situations is part of the role.
- The Farm Manager should be proficient in problem-solving methods in complex and uncertain contexts.
- Innovative social methods and practices, as well as various tools for human resources development, should be familiar territory.
- Work methods are defined, and production operations are programmed to meet objectives, covering varietal choice, planting, irrigation, nutrition, integrated pest management, maintenance, harvesting, and post-harvesting.
- The Farm Manager incorporates more efficient and resilient production methods within the context of sustainable agriculture.



- Compliance with phytosanitary regulations, certifications, and food and health safety standards are ensured (approved products, residues, MRLs, re-entry intervals).
- The Farm Manager guarantees production adheres to the quality standards and requirements of clients and target markets.
- Task allocation among employees, whether permanent or seasonal, is managed, along with providing recommendations, supervision, and oversight of all work conducted with a leadership spirit.
- Crop development is monitored, with necessary remedies applied in the event of inadequate results.
- The Farm Manager conducts trials of new varieties, including monitoring, data analysis, and comparison of results with existing varieties and controls.
- This role is responsible for maintaining records related to administrative, financial, and regulatory management of the farm (traceability records, declarations, purchase orders, delivery notes).
- The Farm Manager manages crop data using information technology and software.
- Performance indicators are defined, and technical-economic data related to production are utilized and analyzed for timely decision making and action.
- The use of computerized management systems and the digitalization of work procedures (production, purchasing, HR) are employed.
- Production costs are optimized, and rational management of natural resources (irrigation water, energy) is ensured.
- The Farm Manager collaborates with stakeholders to implement creative and sustainable solutions to specific problems.
- Professional relationships are maintained, and meetings with all farm stakeholders (suppliers, service providers, consultants, auditors, buyers, unions, administrations, partners) are held.
- Coordination with the quality department and packing station is ensured, with feedback provided along with proposals and arguments.
- Relationships with the phytosanitary administration are maintained for the implementation of all protocols.
- The Farm Manager contributes to the implementation of a marketing plan for agricultural products.
- Active participation in commercial meetings with clients is expected.
- Management of client and partner visits is handled.
- The Farm Manager represents the company at national and international events such as exhibitions, fairs, seminars, and symposiums.

Career Opportunities

The training opens up numerous opportunities for progression or career change within fruit and vegetable production and export companies, particularly in the production of greenhouse tomatoes, berries, and early vegetables in general.

This professional career is linked, among others and depending on the level of experience, to the following functions:

- Farm Manager
- Farm Chief
- Agricultural Operations Manager
- Technical Director / Deputy Director
- Production Director / Deputy Director
- CEO / Deputy Director
- Entrepreneur / Business Owner
- Consultant / Training/ Supervision / Support

The Farm Manager can also venture into entrepreneurship and start its own company in the horticulture sector (production, marketing, export, supervision, and consulting...).