

## Agribusiness Product Ideation

Objective:

To develop innovative, non-food agribusiness product or service ideas that address real agribusiness industry gaps or challenges

### Instructions:

#### 1. Identify a Problematic Issue or Gap

- Choose a sector within agribusiness (e.g., farm tools and machinery, packaging, agri-waste management, logistics, input supply, etc.).
- Identify a specific problem or inefficiency within that sector or area of agribusiness.
- Support your chosen issue with at least two credible sources (e.g., research articles, news reports, government or NGO studies).

Example: “According to the Department of Agriculture (2023), around 30% of agricultural waste remains unutilized, causing environmental and economic loss.”

#### 2. Analyze the Problem

- Explain why this issue matters to the agribusiness industry.
- Identify who is affected (e.g., smallholder farmers, input suppliers, consumers, etc).
- Describe current solutions or technologies—if any—and their limitations.

#### 3. Propose Your Innovative Product or Service

- Develop a non-food product or service that provides a creative, sustainable, and practical solution to the problem.
- Your proposal must include:
  - Product/Service Name
  - Description – What it is and how it works

- Innovation – What makes it new or better than existing solutions
- Target Market – Who will use or benefit from it
- Social Impact – How it improves efficiency, sustainability, or profitability in agribusiness
- Cite data, articles, or case studies that support the feasibility or necessity of your proposed product/service.
- Use APA or any consistent citation format.

5. Output Format:

Title Page

- Activity Title, Student Name, Course & Section, Date

I. Problematic Issue/s

II. Problem Analysis

III. Product/Service Proposal

IV. References

6. Submission Requirements:

- Length: 3–4 pages, single-spaced
- Format: PDF
- Deadline: October 17, 2025

Grading Rubric:

Criteria	Description	Points
Problem Identification	Clarity, relevance, and research support	25
Analysis of Issue	Depth of understanding and connection to agribusiness context	20
Product/Service Innovation	Creativity, feasibility, and non-food relevance	30
Research Support & References	Use of credible sources and proper citation	15
Organization & Clarity	Logical flow, grammar, and formatting	10
Total		100