



# Project Brief

## Profile of 6 Best EAC Youth Champions and their Agribusiness Models *“Promoting Youth Employment in the Agricultural Sector in East Africa”*

Project Executed by FAO Sub-Regional Office for Eastern Africa and  
Implemented by the East African Community Secretariat and Partner States



## I. Project Background and Justification

East Africa's economic growth has not been matched by job generation, especially for the region's increasing number of young men and women. Rural poverty and food insecurity remain persistent and are linked with this problem of "jobless growth". Involving the youth in agriculture either through (self) employment or through entrepreneurship is increasingly seen as a potential solution to unemployment, food insecurity, rural poverty and migration. The region's governments and the development community have a renewed interest in promoting and implementing youth in agriculture initiatives.

Against this background, the FAO Sub-Regional Office for Eastern Africa in close collaboration with the East African Community (EAC) Secretariat is implementing a Technical Cooperation Project entitled: ***"Promoting Youth Employment in the Agricultural Sector in East Africa."*** The overall objective of the project is **to contribute to reducing rural poverty and to boosting economic growth through supporting the creation of better opportunities for youth in the agricultural sector.** This project is aligned to the East African Youth Policy of August 2013 and the African Union's Malabo Declaration on *"Accelerated agricultural growth and transformation for shared prosperity and improved livelihoods"*.

## II. Update on Project Activities

Following an inception workshop held in June 2017, the EAC member states prioritized three areas of intervention for the project:

1. Identifying and documenting best practices for engaging youth in agriculture that can be replicated by EAC Partner States.
2. Undertaking capacity development activities including exchange visits and information platforms/ for a.
3. Designing mechanisms for youth mobilization and recognition

**Significant progress has been made to address the three priority areas.**

### I. Documentation and Validation of Youth Agribusiness Models in EAC countries:

The documentation exercise on Best Youth Agribusiness Model were conducted at country-level using national Consultants in collaboration with the Project coordination team. The National Consultants went through an orientation exercise to ensure a common understanding of the terms of reference and comparability of reports. During this exercise, selection criteria and parameter for documenting youth agribusiness models were defined. The findings of the documentation exercise were then validated through workshops conducted between April and May 2018.



**Fig-1:** Kenya National Validation Workshop (20<sup>th</sup>/4/18)



**Fig-2: Tanzania (Zanzibar) Validation (25<sup>th</sup>/4/18)**



**Fig-3: Tanzania (Mainland) Validation (27<sup>th</sup>/4/18)**



**Fig-4: Rwanda Natl. Validation Workshop (27<sup>th</sup>/4/18)**



**Fig-5: Uganda Natl. Validation (30<sup>th</sup>/4/18)**



**Fig-6: Republic of South Sudan Natl. Validation (11<sup>th</sup>/5/18)**



**Fig-7: Burundi Natl. Validation (23<sup>rd</sup>/5/18)**

Across the six (6) EAC Partner States, nine agribusiness models were identified as “best practices” of youth in agriculture. Additionally, the research gathered information on different enterprises in which youth are involved in such as mushroom, crop, vegetables, rice, livestock, and Rhode Grass farming activities as well as diverse value addition and service provision.

## Youth Agribusiness Models in EAC Partner States

- I. **Systematic Value Chain Addition (SVC) Approach** – This model is tailored along the zero waste integrated agro-processing farming principle. In this model, individual youth or youth groups undertake several ventures with the aim to stimulate agribusiness benefit. The model is gender responsive and fosters contract farming opportunities through investment in processing and developing agro-enterprise including postharvest handling, and marketing. **Example of Rwandan youth.**

**Giscard Tuyishime** – Giscard is from aged 32 from Eastern Bugesera District of Rwanda. He obtained in 2012 his BSc in Agricultural Economics and Agribusiness from the National University of Rwanda. After his graduation, he started farming initiatives by growing different vegetables i.e. tomatoes, watermelon, butternuts squash, and green chili for export. In 2015, he founded a Cooperative called COABU comprising of 15 Member with the objective to join hands in meeting the demand for his clients for dried chili.



*"Thanks to agriculture, I am living my dream having undertaken in March 2018 my first shipment of two 40 foot containers of 30 Metric Tons of chili to India" Giscard Tuyishime*



In August 2016, supported by NAEB, International Trade Center (ITC) and the Indian Trade and Investment for Africa (SITA), he undertook a pilot project of hybrid chili cultivation, he was chosen as lead farmer. On 30<sup>th</sup> August 2017, the cooperative signed a contract of supplying 100 Metric Tons of dried chili to an Indian Company called Akay Flavors and Aromatics PVT Ltd. To be able to get this market demand of 100 MT, the cooperative signed agreements with farmers from these districts (Bugesera, Ngoma, Rwamagana, Gisagara). And in March, 2018, the cooperative signed another purchase order of 300 Metric Tons with the same Company. Owing to the increasing demand, his farming activity is expanding to other districts across Rwanda (Muhanag and Kamonyi).

- II. **Agribusiness Incubation Model** – Provides practical learning opportunities in soft skills like business plan development, and loan application with the aim of setting innovative private enterprise models along agribusiness value chains leading to profitable rural enterprise.
- III. **2 – 3 Tier Agribusiness Model** – This model works within 2 or 3 tier structure. The 2 tier refers to youth organization(s) engaged only in agricultural production and marketing or processing/value addition. Whereas the 3 tier model refers to youth organization(s) involved in production, marketing/processing, and financing. **Examples of a Burundian, and South Sudanese youths.**

**Emile Nsengiyumva** – Based in Musigati Community in Bubanza Province of Burundi, Emile is aged 35 who has since 2012 engaged in Mushroom Farming in Musigati Community. He started off his Mushroom Agribusiness with 2 employees and an initial 1,000,000 Bif (\$ 400.00) which was a grant capital from his Uncle.

With 4 employees (1 female and 3 male) harvesting 33kg of mushroom, Emile processes and sells mushroom flour, and mushroom sambuusas. His main challenge has to do with adding-value and package to meet the dynamic demand of the market.



*“Getting a white-collar job is no longer easy, so I would like to advise youths to engage in Agri-preneurship because there are some many opportunities and advantages.”*

**Emile Nsengiyumva**



**Christine Ismail Medi Guidibia** – Christine 31 years old from West Equatoria State, Yambio, Republic of South Sudan. She a member of a corporative called Eden Multipurpose Marketing and Cooperative Society formed in 2016. The purpose of business was to engage in commercial production and marketing of maize and diversify production to other cash crops including pulses and coffee.



The cooperative has been in the business of production and marketing of maize to Public and private entity, and has served as supply to WFP selling 35 Metric Tons. In 2017 the cooperative sold 46 Metric Tons of maize worth US\$ 23,215.00 to other partners and 175 Metric Tons delivered to WFP worth US\$ 87,500.00. Member of the cooperative comprise of 77 persons in 2016 which has increased to 694 persons (272 female and 422 male).

*“The cooperative faces numerous challenges including limited capital, technology, skills, and lack of certified seed. To remedy the situation, we have embarked on building capacity and introduce local maize farming”*  
**Christine Ismail Medi Guidibia**



- IV. **4 Tier Agribusiness Model** – This model seeks to implement acquired skills in agribusiness with production, marketing, financing, and services incorporated at every level (primary to secondary levels) in the procession/value addition chain. This model is one that is mainly driven by Non-Governmental Organizations and Government Agencies working with youth groups and linking them up to financing and marketing opportunities. **Example of a Ugandan youth.**

**Alli Acidri** – Alli aged 32 from Acrua District, West Nile of Uganda, he is the proprietor of “Honey Pride Apiary”. His company deals in honey bee keeping and its products. He started in 2011 with 50 KTB hives. He has grown the business to a level of providing technical support in modern bee keeping to other farmers and SMEs and startups. His agribusiness activity “Honey Pride Apiary” also offers trainings, consultancy services and hands on practical in farm management to youths and other farmers. They also supply bee keeping equipment.



*“I presently produce 36,000kg of honey annually and 660 hives. I directly support and supervise 18 groups of farmers comprising of women, men and youth with a monthly earning of 27,000.00 Ugandan Shillings (US\$ 7,715). My future plan is to concentrate on production and expand the capacity of my processing unit” Alli Acidri*



- V. **The Nucleus Agribusiness Model** – The Nucleus Agribusiness Model refers to a progressive young person, who embraces agriculture and in-time is considered within his community as a lead example. It is a producer driven model of someone who has acquired practical experience by doing and could serve as reference for other youths in providing advisory supports and ideas in accessing financial services, agricultural inputs, and market opportunities. A young nucleus agribusiness producer is also referred to as Youth Champion who inspires other youth-in-agriculture in producing more, better, with less. **Example of a Kenyan youth.**

**Oscar Mutua Gitonga** – Based in Meru Country South Imenti Sub-County, Mitunguu Ward Rwompo Village of Kenya, Oscar is 28 years old. After graduating with a bachelor’s degree in telecommunication engineering back in July 2013 in China, Oscar return to Kenya without much expectation of a good salary since he had many jobless graduate friends and others who were earning too little. Upon returning home, he served as Chinese translator which was the readily available job, in which he was earning 30,000.00 to 50,000.00 Kenya Shillings per month.

Grown up in the village in a farming family, he loved farming and thus set his mind to return to banana farming on a family property of around 16 acres which was not fully developed. In 2014, more land was acquired owing to the good returns of the banana business. Today, 4 years down the line, the farm is worth 30 acres and almost fully developed with around 25 acres under bananas. With 5 permanent employees and hiring of casual workers when need arise, on average he harvest 7 tons of banana per week.



*“I have chosen not to be part of the 70% unemployed youth in Kenya by venturing into farming. My greatest aspiration is to have at least 200 young people employed in different counties across Kenya in Banana cultivation, packaging, and distribution and exportina” Oscar Mutua Gitonga*



- VI. Farmer Researcher Agribusiness Model** – This model relates to young graduates who work with agricultural research centres. In time, they work with certified seed companies and serve as links between seed breeders, research centres, and local farmers.
- VII. Agriculture and Livelihood Programme Model** – This model mostly responds to national youth employment policies with specific interest in promoting youth employment in the agricultural sector. This model is fully funded by Government-led Ministries in response to urban/rural migration and rural development through decent job creation in agriculture.
- VIII. Farmer Ownership Agribusiness Model** – The FOAM agribusiness Model is a corporative agricultural value chain development approach which is designed to empower youth cooperative group(s) with business interventions (from production to consumption) such that they become conduit for improving livelihoods opportunities in rural communities. **Example of a Tanzanian youth.**

**Zena Mshana** – Zena is 35 years old based on based in Tengeru-Arusha. In 2015 she espoused cultivating sweet potatoes. With training received on the different species of potatoes, their nutritional value, and processing techniques, Zena became passionate about processing sweet potato roots' and its leaves and then formed BMC Product dealing with the multiplication of vines, processing and marketing of Orange Fleshed Sweet Potato (OFSP) Products.

BMC Product produces products made by OFSP mainly flour, Spice and bites. Clients of Zena's products are supermarkets, hospital clinics, schools, exhibition and individuals.



*with other products such as yellow maize, soy beans, coriander, and fenagric.....in the process creating jobs for other youths" Zena Mshana*



**IX. Agribusiness Financing Model** – This refers to financial incentives set-up by or for youth either through self-help, such as Village Savings and Lending Associations-VSLAs, or Savings and Credit Cooperatives-SACCO from commercial or microfinance banking institutions.

**II. Capacity Enhancement of EAC Secretariat and Youth Champions-in-Agriculture:**

16 Youth Champions-in-Agriculture completed an Incubation Training in Agribusiness and Sustainable Agro-ecological Practices from 2<sup>nd</sup> to 29<sup>th</sup> May 2018 at Songhai Regional Centre in Porto Novo, Benin.

Training modules were facilitated by the African Agribusiness Incubators Network (AAIN) on Agribusiness and Enterprise Development; Christian Impact Mission on Mind-Set Change for Community Transformation through systematic value chain approach; and Agri-Specialised Training in Crop Production, Animal Husbandry and Nutrition, Fish Farming, and Renewable Energy where conducted by Songhai Training Department with focus on Songhai's Zero Emission Research Initiative (ZERI) model. At the end of their Incubation Training the 16 EAC Youth Champions-in-Agriculture fully appreciated the Songhai ZERI Integrated System, which is an integrated agro-ecological farming system. They were taught and mentored on developing business plans that would enable them become agri-preneurs and serve as rural community livelihood peer-trainers in agriculture to drive inclusive economic growth and prosperity.

Ultimately, the 16 EAC Songhai Incubation Training beneficiaries will contribute to improving national nutrition security, reducing poverty, boosting economic growth through trade of agricultural products, and creating employment opportunities for the growing youthful population while strengthening individual country's food security needs.



Opening and closing of Training in Agribusiness and Agroecological Practices at Songhai Centre. (2<sup>nd</sup>/4/18)

### III. Recognition and Grant Award Scheme:

Consistent with the third priority of the Project, 6 EAC Youth Champions in Agriculture will receive awards on the 16<sup>th</sup> June 2018, in Arusha, Tanzania during a high level forum of EAC's 11th Sectoral Council on Agriculture and Food Security (SCAFs). Participants in this forum will include senior government officials: Ministers and Permanent Secretaries responsible for agricultural development in EAC Partner States.

### III. Outstanding Project Activities

FAO granted the project a no-cost extension until September 2018 to allow for completion of outstanding activities as follows:

- Regional validation Workshop of Best Youth Agribusiness Model will be convened – **June/July;**  
While the national reports will focus on country specific challenges and opportunities for youth agribusiness development, the Regional Report will provide detailed information to Governments and Development Partners on identified models to replicate, adapt, and upscale investment on youth in the agricultural sector.
- Execution of the Grant Award Scheme through FAO Country Offices – **July;**
- Setting-up of a Regional Database for EAC Youth-in-Agriculture – **July;**
- Prepare the Project Terminal Report and Project closure – **August/September;**  
At this stage a Programme Concept Note will be presented to inform a probable implementation of a programme, building on the achievements of the pilot projects.