



# YOUTH EMPOWERMENT: “MAKING AGRIBUSINESS COOL”

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# FAST FACTS



## AFRICA'S POPULATION

1.267 billion  
(UN, 2017)



## YOUTH

- 60% under the age of 25
- 48% are unemployed
- Africa has the youngest population in the world
- Child soldiers and terrorism



# PAST & PRESENT

- **Most economies structured around Agriculture.**
- **Agriculture is informal, unmechanised and largely subsistence.**
- **No inclusivity of the growing demographic in agriculture and other sectors.**
- **Poor state of affairs compounded by weak involvement of youth in decision-making and ownership of key economic assets.**



# YOUTH PERCEPTIONS TOWARDS AGRICULTURE

“Largely negative attitude and perception in respect to participation in agriculture.” *(Omiti ,Laibuni & Githuku ,2010)*

- Not economically viable in the short run.
- Employer of last resort (rural-urban youth).
- Not a viable career path .
- No prestige regardless of economic outcome.



# THE MISSING LINK

**Why is there limited youth participation in agribusiness?**

- ✓ **Skills mis-match**
- ✓ **Patriarchy and traditional customs**
- ✓ **No access to the requisite factors of production**
  - ❖ **E.g. Land, labour, Capital, and entrepreneurship**
- ✓ **Negative perceptions**
- ✓ **Limited / no market information**
- ✓ **Lack of exposure to training and modern methods of farming**



# AGRIBUSINESS – A GAME CHANGER

1. Create access for youth to factors of production.
2. Provide and enforce policy actions that support youth involvement in agriculture.
3. Assurance of markets for products at a fair price.
4. Training of youth in entrepreneurship and agriculture-related skills.



# Youth in Agribusiness







USON



THANK YOU...

