Engaging Young Professionals in the Agri-food Sector: Strategies, Lessons and Experiences from YPARD and YPARD Africa

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A paper being submitted for the international conference on 'Young People, Farming & Food: The Future of the Agrifood Sector in Africa' to be held on 19-21 March 2012 Abstract

Though the African agrifood sector has been growing steadily in the last decade, the contribution

of young people to this sector remains limited. Despite the continent's endowment of abundant

natural resources to foster agricultural development, the declining commitment from youths has

contributed to the under-performance of the agricultural sector on which the majority of the

population of Africa relies for its livelihood. The literature points to a considerable decline in

interest by African youths in agriculture at all levels from farming to research to extension.

Compounding the declining interest, there are also limited efforts to engage youth in these

sectors, to target them specifically, understand the specific challenges they face and to undertake

concerted efforts to engage and mobilise them to action.

Against this background, the Young Professionals' Platform for Agricultural Research for

Development (YPARD) was created in response to, among other things, insufficient

participation of young professionals in dialogues addressing critical development issues. Over

the years, it has worked with several youth and ARD organisations in the process of contributing

to greater engagement of young professionals in Agricultural Research for Development (ARD)

in Africa and across the globe. YPARD provides a platform for a continental voice for youths in

ARD, but also a platform for networking in order to enhance youth's capacity for innovation.

This paper hopes to discuss and analyse the effectiveness of YPARD's strategic activities over

the last five years and analyse the unique role that YPARD Africa has played in the African

context. Some of its strategic activities include e-discussions, blog series, supporting young

professionals to give their views in strategic ARD discussion and providing access to capacity

building opportunities for youth. This will include an analysis of feedback provided through

several surveys and focus groups that have been conducted with the YPARD network over the

years. The paper will also seek to recommend strategic approaches and methods for further

solidifying the engagement of African youth in the ARD component of the agrifood sector and

engaging them in decisions that affect their future.

Keywords: Youth, Africa, YPARD, Strategy, ARD, Agri-food,

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1.0 Introduction and Background

The recent and steady growth in African agrifood sector in the last decade has not generated considerable opportunities for young people on the continent. Despite the continent's endowment of abundant natural resources to foster agricultural development, the declining commitment from youths has contributed to the under-performance of the agricultural sector on which the majority of the population of Africa relies for its livelihood. The literature points to a considerable decline in interest by African youths in agriculture at all levels from farming to research to extension.

In response to these challenges, the Young Professionals' Platform for Agricultural Research for Development (YPARD) was created among other things, to reverse the decreasing trends and interests of young professionals' participation in dialogues addressing critical agricultural development issues. YPARD is an international movement / network by young professionals for young professionals (YPs). The YPARD global coordinating unit is hosted by the Global Forum for Agricultural Research (GFAR) Secretariat at the Food and Agriculture Organization of the United Nations, Rome, Italy.

This paper introduces YPARD and some of its strategic activities over the last five years. It also recommends the strategic approaches and methods for further solidifying the engagement of African youth in the ARD component of the agrifood sector and engaging them in decisions that affect their future.

2.0 The Problem

Today, farming is not an attractive prospect for young people and a career in agriculture is increasingly being neglected. In fact, African governments have recorded declining interest and investment in agriculture over time. Restoring credibility to agriculture as a career will help Africa to use its youthful population as a viable force for poverty alleviation and agricultural development.

The agriculture population is aging mainly because African Agriculture is not competitive and therefore not attractive to African youth. There is a need to ensure that Agriculture is a career choice for young people in that regards i.e. whether as researchers, academics, agropreneurs, farmers etc. In line with YPARD's vision of contributing to sustainably improved livelihoods, worldwide, through dynamic agricultural research for development, how then do we ensure that the African youth who make up a large percentage of the population, contribute effectively to increased agriculture productivity in the region?

3.0 A Brief Conceptual Framework: The Definition of Youth and its Contextualization within YPARD-Africa

Definitions of youth vary between different organisations, changing according to circumstances and context. Leavy and Smith (2010) further point out that these definitions can change even within the same region/location and even household.

However, in order to deal with this issue on a more practical level, YPARD chose an age limit. For YPARD's purposes, it was found that having an age limit is a practical and useful method for trying to advocate for youth, to provide guidelines, as well as managing a large membership base. YPARD has faced some criticism for having what is considered a high age limit for youth – up to the age of 39. Below are some of the reasons as to why YPARD has chosen what is considered by some as a relatively high age limit for youth membership.

Requests from one member in C'ote d'ivoire have further asked that the membership age be raised to 45, as they felt that due to periods of conflict in the country many young people were forced to take breaks in their education or careers, which further postponed their age of entry level into the workforce and thus, in the development of their careers.

Additionally, for YPARD's target base of YPs active in ARD, some of our members are engaged in agricultural research, which may require them to obtain a Phd before starting their career. This again postpones the start of their working life comparatively later than some other fields. Young women who start a family often face further delays in their career development. They often take some time off to have children and are further delayed in starting their careers.

4.0 Analysis: YPARD's Strategies and Activities

YPARD-Africa is hosted by the Forum for Agricultural Research in Africa (FARA) - http://fara-africa.org/. YPARD activities in various African countries and sub-regions are coordinated and managed from the FARA Secretariat which is located in Accra, Ghana. Other key elements of the coordinating structure are: country representatives, those who display an active commitment to YPARD and undertake the responsibility of coordinating activities at country level, and reporting to the regional coordinator. The heart of YPARD is its members, which are young people who give their ideas and input and initiate activities on a local level in accordance with the needs and priorities of the youth at the local level.

YPARD-Africa seeks to increase the opportunities for its members through a formidable platform for the exchange of better ARD opportunities among the YPs. Some of its regional activities include: Knowledge sharing and broadening opportunities for YPs; promoting Agriculture among YPs; and strengthening capacities of youths in Agriculture.

While a summary of YPARD's strategy for engaging youth is captured in Annex 2, some of the activities being adopted by YPARD are highlighted in this sub-section. More importantly, these are the activities identified by YPARD as being important to its members and areas where it may still record some improvements in the future.

(i) Mentoring

Mentoring contributes to the development of young professionals by providing them support, expertise and networking opportunities. YPARD is developing a mentoring programme to link YPARD members with senior mentors in ARD as well as connect YPARD members with each other to engage in peer to peer networking.

While traditional mentoring processes focus on the benefits derived from the junior mentor, from the experience of the senior mentor, YPARD is looking to promote a two-way mentoring process which benefits both parties. YPARD wants to emphasize the benefits that the senior mentor gains from the junior mentee, which include new and fresh ideas on their work, new tools and technologies and a link to the wider YPARD network, through the active participation of the mentee.

A YPARD consultant, undertook an assessment to create a mentoring program to meet the needs of YPARD members. A preliminary survey indicated that 93.5% of respondents were interested in joining a mentoring program.

Further fundraising efforts will focus on establishing mentoring as a permanent and sustainable program. Long term vision of the program and capacity for coordination still require further consideration.

"Having recognized potential role of the youth in contributing to agricultural revolution in Ghana, it becomes imperative to develop long term comprehensive programs that would attract and inspire the youth to actively participate in agriculture as a career. Such programs may include mentoring the youth, agricultural ambassador and entrepreneurial components that would bring out the talents of innovation and initiatives in the youth. Mentoring programs would identify successful young agriculturist to share their experiences with the aim to inspire the youth, and guide them. Ambassadors may be selected to spread the 'message of hope' on the youth in agriculture in order to motivate the younger generation".

(ii) Bringing out the voice of the youth

YPARD encourages and occasionally supports young professionals in ARD to attend meetings/workshops/conferences to bring out the voice of the youth to the debate. However, although this voice is brought out, how can we measure its impact and does this make any contribution to the topic? Some examples have been included below on some reports that have been made by young professionals after attending events in ARD.

YPARD teamed up with The Independent Science and Partnership Council (ISPC) of the CGIAR to facilitate the attendance of 12 young YPARD scientists from Asia, Africa, Europe and LAC to the Science Forum in Beijing. The participants provided a report on their experiences, outlining the key issues for young scientists.

The youth can be in the forefront seeing that they may have a greater propensity to adopt new ideas and are more easily malleable in terms of change in perceptions. This way, unemployment can be dealt a great blow. For instance, in Kenya, the Kazi Kwa Vijana programme (a government initiative aimed at engaging youth is economic activity) a research activity can be tried out by looking at the effectiveness of a concerted effort to link young producers with the school feeding program and as such evaluate the outcomes of such a move. If there are similar programs in other countries, the same is doable.

YPARD member, Stephen Mailu

The final report from the participants at the Science Forum included diverse perspectives for effective involvement of youth in agriculture were brought forth by the Young Professionals. Some key points include

- Research on profitability of agriculture or agriculture as a profitable venture is pertinent in order to align with the broad objectives of food security.
- Capacity strengthening on practical skills in agriculture for increased productivity, crop diversity and knowledge technology transfer looks as indispensable investment
- Monitoring and evaluation of youth participation in agriculture and their access to agricultural production resources and services
- Need of agricultural policies intend to assist rural youth in context of capacity building both at farm level

• Integrate agriculture courses at the primary and secondary education system can play an effective role in enhancing the interest and attention of young minds.

In support of the above argument, YPARD member, Erina Princess from Uganda underlines how youth involvement in agriculture can be improved

- Loans and grants: Many youth are faced with the challenge of lack of capital which limits access to farm inputs and resources like land. Provision of loans or grants to youth interested in agriculture can enable them purchase a needed farm inputs and obtain access to resources.
- Extension Services: Lack of knowledge on good farming skills results in low farm yields hence less profit. However, provision of technical advice through extension services could improve farm yields which can encourage more youth to invest in agriculture.
- Documenting and disseminating testimonies: A number of youth are more interested in
 white collar jobs as opposed to agriculture due to the mentality that agriculture is meant
 for the rural poor. There for, documentation and dissemination of testimonies of youth
 that have made achievements by carrying out agriculture can act as an incentive for
 others to join
- Agriculture in Education Curriculum: Efforts can be made to promote practical agriculture courses in Universal primary and secondary education. Students can be awarded marks based on their performance in practical field work. This will increase interest and improve their skills in agriculture.
- Funding projects that enhance youth agriculture activities: Majority of people involved in agriculture are old women and very young children. Projects need to be funded that can enhance agriculture youth involvement in order secure food availability for the future generation.
- However, these projects should be well managed and monitored in order for their outputs to be achieved.
- Youth representation in agriculture programs: Youth should be represented in a number of agriculture programs and given the opportunity to voice their views

YPARD member Erina Princess. From Mkondiwa et. al. (2011)

When the AfricaAdapt climate conference was announced, it was recognised that agriculture and climate change is an area which generates a great deal of interest among YPARD's members. YPARD then contacted AfricaAdapt to organise joint funding between YPARD and AfricaAdapt to enable more young people to attend the conference. Leveraging funds, to encourage other organisations to have greater inclusiveness of young professionals at events, is one of YPARD's strategies for ensuring that more young people contribute to ARD events.

From this event, YPARD participants included the following statement:

It is a big challenge for the African youth if the current leaders fail to formulate and implement policies that ensure sustainable development at both local and continental level through integration of a youth and gender perspective into policies. There is need to allow the youth to actively participate in addressing the climate change problems, not as victims but more importantly as solution providers. It is in this context that the African youth should be recognised (not only on paper) as an age group with a lot of potential in addressing the climate change problem which spans within and across generations.

YPARD members, Mudomi, Nzyeimana and Weisheit (2011)

Such statements are powerful and provide an insight into some strategies and solutions but they are too often kept in a report without reaching those to whom they would have the greatest impact.

(iii)Skills needed of agricultural graduates in Africa

YPARD conducted a study to determine the skills and competencies required of young professionals starting their careers in ARD, which were not adequately provided during agricultural education. The study focused on the voice of the youth and their ideas and concerns, with inclusion of the views and perspectives of employers.

An emphasis that came out more strongly from African based members than other regions was that grant writing skills were needed among recent graduates but were not provided to a satisfactory degree. Percy-Smith and Akkermans (2012) suggest that this may be explained that in the region, much of the ARD work is dependent upon donors for the funding of research and thus, graduates are required to also engage in this as part of their work. Such a finding has implications for how the capacity development of young professionals in this field is undertaken for all players involved.

(iv) Active young members

Africa has the fastest-growing and most youthful population in the world (more than 20% of Africa's population is between the ages of 15 to 24 and, over 40% is under 15 years). The World Bank's 2008 report "Youth and Unemployment in Africa: The Potential, The Problem, The Promise", identifies youth unemployment and underemployment as a major cause of social

instability and recommends job creation for youths as a precondition for poverty eradication and sustainable development in Africa.

In Africa, national/sub-regional organizations and Civil Society Organizations (CSOs) now play active and crucial roles in vigorously and rigorously implementing agricultural policies. There are sub-regional platforms for farmer's organizations such as East African Farmers' Federation (EAFF), Southern African Confederation of Agricultural Unions (SACAU), Network of Farmers and Agricultural Producers' Organizations of West Africa (ROPPA), et cetera. In view of this and the need to prepare for the future, African YPs need to find their place in and out of these structures and be able to express their opinions, and contribute to agricultural development.

YPARD Africa members have demonstrated a high level of eagerness and motivation to start activities in their area. When YPARD sent out a call for the submission of activities from country representatives and members in the creation of the 2012 YPARD-Africa plan, the response was overwhelming. The submissions for the 2012 activity plan for YPARD Africa were fifteen times what the regional budget is able to support. The majority of the interest is largely to conduct capacity development projects. Young people want to both gain experience in conducting activities and also want to empower the youth in their communities. The highlights of some of these achievements from previous years are captured in Annex 1.

(v) External Review – what our members say

An external review was commissioned by the Swiss agency for Development and Cooperation (SDC) one of YPARD's supporters. The survey provided broader insight into what YPARD's members are seeking, and brought out some of the reasons that YPARD members joined the network. The most important reasons to join YPARD were to increase networking possibilities (70%), to receive information on ARD related events (49%) and to gain access to funding opportunities (43%). Other reasons are to receive information about job opportunities (23%), to follow the development of YPARD (21%), and to support the idea of YPARD (3%). (Crole-Rees and Kruijssen, 2009)

(vi)Language issues, connecting with West Africa

A lack of capacity and resources has meant that the YPARD website, communications and activities have traditionally been undertaken in English (except at local level). YPARD is making further efforts to expand the language base to French, to include West Africa and parts of the Caribbean and Spanish to engage with Latin America. Some of the online discussions have had portions of discussion in French, predominantly by French, West African members and were

moderated by the web and communications officer who is a French national. Language is a key component for YPARD to have a more comprehensive continental strategy.

5.0 Conclusion and Policy Recommendations

In order to recommend strategic policy directions for further solidifying the engagement of African youth in the ARD component of the agrifood sector and engaging them in decisions that affect their future, part of the solutions lies on mainstreaming the needs of young people in African ARD. Two critical elements of mainstreaming would be (i) Ensuring that policies and programmes at the workplace i.e. key ARD institutions especially at local and national levels, should address the needs of young professionals i.e. to attract and retain them; (ii) ARD programmes should take into consideration the needs of young farmers. It seems there is no specific agricultural research programmes in African countries that specifically targets young farmers. Policy recommendations on youth-oriented capacity building and curriculum development initiatives are essentially the key elements for further strengthening the engagement of African youth agrifood in the sector.

Professional training adapted to the needs of young people is a gauge of agricultural modernization and enables youngsters to free themselves from the often heavy burden of tradition. Policy should also be focused on interdisciplinary collaboration/relationship as an important point to emphasize when addressing issues of agriculture and youngsters since agriculture has all along been left to stand alone as a subject/course thus being one of the causes of declining youth interest in it as a course and also practice.

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Annex 1: Some highlights of YPARD Africa in one year

Some highlights include:

- The YPARD Africa coordination unit has strengthened its team by welcoming three YPARD-Africa representatives to promote and achieve YPARD countries at the country levels, in Zambia, Ghana and Zimbabwe. As YPARD Rwanda representative became SC member, he designated a new representative. YPARD Uganda representative reached the age limit and a new representative will be elected from the existing Ugandan members.
- YPARD proposed that it co-sponsor 3 YPARD-Africa members with AfricaAdapt to
 participate in the AfricaAdapt Symposium on Climate Change and Adaptation Strategies,
 March 2011. A call for expressions of interest was disseminated through the YPARD
 network. Final candidates were selected by a team of YPARD Africa members. The
 attendees initiated discussions on the role of young professionals in addressing issues
 related to climate change in ARD. A report was developed and disseminated with the
 wider ARD community. It can be found here:
 http://ypard.net/sites/ypard.net/files/ypard_african_representative_climate_change_symposium.pdf
- 'Food and Fortification Workshop': A YPARD-Africa member created awareness
 about YPARD among young professionals in West Africa during a food fortification and
 entrepreneurship work organized by West African Food Science and Technology
 (WAFoST) in Dakar Senegal. http://ypard.net/news/ypard-nigerian-representative-introduces-ypard-students
- YPARD-Africa members were supported to participate in the CTA Workshop on the 'Opportunities in Agriculture and Rural Areas for Youth in Times of New Information Technologies'.

- http://africa.ypard.net/sites/ypard.net/files/young and proudly agriculturist ghana experience.pdf
- YPARD East African sub-region was supported to organize a workshop on 'Young Entrepreneurs Working in East African Agriculture.' During the workshop, a climate change session was held among YPs.
 http://www.ypard.net/sites/ypard.net/files/workshop for east african young entrepreneurs in agriculture.pdf.
- A forum was organized for all the Postgraduate students in University of Agriculture, Abeokuta, Nigeria for awareness creation and in encouraging the students to join YPARD.
- Regional Agricultural Information and Learning Systems (RAILS), is a FARA-led initiative which promotes the effective use of ICTs for content development, knowledge sharing and mutual learning. YPARD has linked with the program, to encourage young team leaders in rural areas. YPARD sent a call through the network for applications with RAILS making the final selection. Some young members were selected as a result of YPARD's work who will now be engaged with the program http://ypard.net/node/19769

Annex 2: Regional Strategy for Engaging African Youth in ARD

Area of	Activities	Expected Outputs /	Operational
Action		Targets.	strategy
Action Strategic objective 1: Exchange of information and connecting YPs	Database development: detailed profile of YP's including thematic (mentioning disciplines would also encourage more members since it will open their eyes especially with regard to the relationship between their disciplines and agriculture) and regional specifications	An updated YPARD membership database in Africa: At Local and Regional levels, an updated database of members by region, country.	• Census of YPARD members in Africaat Local/Region al and continent level; Update statistics
	and professional and personal; Allow registration to region and take into account spoken language.In north Africa, English could be one of constraints to access YPARD opportunities.	This should allow for language flexibility.	about members

- The development of the database and website are a prerequisite for promoting YPARD youth in all regions. We must allow and provide an opportunity for all interested young people to register on the website so easy YPARD whatever their level of education (high school or university course or illiterate) and geographic location (urban or rural). In the past we have had many problems to validate entries on the website. We must ensure that the databases are easily accessible site in the handling to enable all young people interested in YPARD to understand its mission and objectives.
 - We must ensure that entries are in numerical order automatically to know as and how many we have registered in record YPARD. Enrollment strategies of peasant organizations and rural community For young people located in rural areas especially to agricultural research and youth workers organized in NGOs, farmer organizations and agricultural cooperatives where there is no Internet, it would be desirable to provide the website database tailored to their records grouped to give a wide involvement in YPARD as main actors since they are the primary beneficiaries of our research

- Market YPARD
 website and make
 it the main source
 of information for
 YPs in Africa;
 make ypard
 website among
 the highly
 consulted
 websites
 (Increased
 visitors)
- Find a way to make ypard web appear while entering agricultural and development web sites
- Identification of potential mentors for YPs in Africa across the regions and Continents. Give opportunity to seniors to get information and help by their experience and other means
- -An informed and confident YP Community in Africa

- Recruit new members.
 Encourage new members to attend by helping RR and LR to make promotion using tools with ypard committment s
- Ensure the registration of all YPARD members to YPARD website.
- Feed YPARD website with attractive and useful information
- Help with usefull information and funds
- Organized strategic events to attract potential mentors;
- YPs to contact potential mentors at

results to agricultural	different
development.	occasions for
Proposed Purchase of a laptop	their
to create email addresses for	conveniences
each focal point.	
 The purchase of the laptop 	
and a subscription to the	 Send
website, we will save	messages in
wherever we find future	different
members YPARD and above	occasions
all we will create email	and events
addresses for all those who	(fiestas,
have no mail to enable us to	Christmas) it
quickly register on the	makes people
network YPARD	feel as a
International.	family
• Website development: an up-	
to-date functioning website	
(including calendar of events,	
career opportunities, YP of	
the month, electronic forum) a	
section for innovative	
ideas,partnership	
opportunities) with high	
number of visitors and	
satisfied member.	
A large pool of mentors	
registered and to be found	
(development of mentor	
database).	

Strategic objective 2: opportunities for policy debates	 Increase the visibility and the membership: YPARD has institutional members, like other youth organizations; Increase visibility and composition; Participation in ARD events To increase the visibility and composition YPARD, we must combine the skills of area youth and bring them together to prepare and present their research on a specific period.	Register YPARD/Local/Re gional as member of potential networks and fora operating in agricultural sector. _Increased publicity of YPARD -Increased membership -Increase in partnerships Avail YPARD documentations and establish small libraries at YPARD's offices across the continent	 Assess the available potential networks and fora; To strategically participate or co-organize the events with YPARD's partners. Media campaign, visible outputs Disseminate YPARD reports and other documents among the partners (Online and hard tools)

	participation in ARD events: YPARD is known in ARD policy community; increase visibility through a variety of materials communicate by minutes, reports, relevant document, collaboration in projects;		
Strategic objective 3: Promote agriculture among young people.	 Curriculum development: collaborate with ongoing initiatives on awareness creation in the need to review curriculum in order to encourage young people to study agriculture e.g FAC, RUFORUM, CTA, etc To better promote agriculture among young people, we must enable young people to present projects in the fields of agriculture, fisheries and livestock. At this level, YPARD must be more concrete in its youth activities to encourage them to focus on agriculture and see a very profitable business for the economic development of Africa. 	 4 Regional conferences: To Initiate the debates among YPs to critically analyze the curricula used for their education to assess the gaps for development: More YPs enrolling in Agriculture, increased interrelation of disciplines, increased collaboration between YPARD and education stakeholders. Put the CV in web sites to improve connection and access to different profiles 	 Locally assess the gaps in used curricula; Regionally compare and compile the local assessments results; At the level of Africa (Continent) advocate for the curricula development.
		One continental conference to advocate towards education Institutions/Governments, International	

		education partners to develop the curricula according the needs assessed in education.	
Strategic objective 4: Access to resources and capacity building	 Access to capacity building. Access to capacity: Support for the implementation of LR / RR action plans. Training in life management in combination: as regards this subject he acts not only to provide ideas on general aspects of holding meetings, goal setting and initiative in promoting agriculture, but also to train youth groups in agricultural research for development. Strengthen capacities of actors (men and women) Strengthen the capacity of young rural poor to generate income from agriculture and forest products through a high level of commitment and effective in markets, and developing an environment within the institutions in the fields of agriculture and resource management. Literacy Training / literacy: initial literacy training for post-literacy or installing a box of reading and sharing experience. During the implementation of project activities, Local YPARD conduct an internal evaluation to better adjust actions in relation to the goals of the 2nd millennium 	 Avail some support or courses for LR and/or RR (ex in communication and information tools) to attract more and more voices Invite some YP's from a region to another to meet local YP's and share their daily life and benefit from direct contact At least 40 YPs (10 YPs per region: West/North/East and South of Africa) strengthened through or by the support of YPARD. YPs capacities in each region are built. 	 YPARD/Africa to organize capacity building program for YPs in Africa: To improve their technical skill. YPARD/Africa to facilitate YPs to accede the capacity building by its partners. Avail to YPs the info on available opportunities for capacity building. Capacity building. Capacity building of YPs in Business planning skills. Assist YPs

 2 years. At least 20 exemplary YPs (5YPs per region: West/North/East and South Africa) initiatives are assisted to get the financial support.
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