



Developing Agriculture from the Ground Up

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# PERSPECTIVES

December 2016



## YOUTH IN AGRICULTURE

## 2017 IFDC Training Calendar

<b>Linking Farmers to Markets in Africa (English Edition)</b>	Accra, Ghana	May 8-12
<b>Developing Private Sector Agro-Input Markets: Designing and Implementing Targeted Input Subsidies (French Edition)</b>	Dakar, Senegal	June 5-9
<b>Nitrogen Fertilizer Production Technology</b>	London, UK	June 26-30
<b>Technology Advances in Agricultural Production, Water and Nutrient Management</b>	USA (Alabama, Arkansas, Illinois, Missouri, Tennessee, and Washington, D.C.)	August 21 - September 1
<b>Phosphate Fertilizer Production Technology</b>	Marrakech, Morocco	October 2-6
<b>Integrated High Value Technologies in Crop Production</b>	USA (Alabama, Georgia and Florida)	October 16-26
<b>Improving Fertilizer Quality for Highly Productive Agriculture and Balanced Nutrition</b>	Arusha, Tanzania	November 6-10
<b>Improving Fertilizer Use Efficiency for Climate Smart Agriculture</b>	Bangkok, Thailand	December 4-8

## PERSPECTIVES

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IFDC is a public international organization, governed by a board of directors with representation from developed and developing countries. The nonprofit Center is supported by various bilateral and multilateral aid agencies, private foundations, and national governments. IFDC focuses on increasing and sustaining food security and agricultural productivity in developing countries through the development and transfer of effective and environmentally sound crop nutrient technology and agribusiness expertise.

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## ACRONYMS

**2SCALE** – Toward Sustainable Clusters in Agribusiness through Learning in Entrepreneurship

**AAPI** – Accelerating Agriculture Productivity Improvement

**AVPI** – Accelerating Vegetable Productivity Improvement

**CATALIST** – Catalyze Accelerated Agricultural Intensification for Social and Environmental Stability

**FDP** – fertilizer deep placement

**FSI+** – Fertilizer Sector Improvement

**ISFM** – Integrated Soil Fertility Management

**ISSD** – Integrated Seed Sector Development

**NSAF** – Feed the Future Nepal Seed and Fertilizer

**REACH** – Resilient Efficient Agribusiness Chains

**SDGs** – Sustainable Development Goals

**UDP** – urea deep placement

**USAID** – United States Agency for International Development

**WAFP** – West Africa Fertilizer Program

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## THE PRESIDENT'S PERSPECTIVE

Having spent more than three decades in academia, I'm a strong believer in empowering youth to succeed. Time and again, I've watched education give better opportunities to disenfranchised children, I've seen the greater success found when the right tools and technologies are available, and I know personally how a good mentor shapes a young person's entire career.

This is no different in the development world, and we encounter similar hurdles, such as an aging farming population, with youth seeking jobs in bigger cities. It's a common perception among these young people that agriculture – specifically farming – is a "poor man's job."

We see it as our responsibility not only to correct these misconceptions but to follow through in strengthening a foundation for another generation of agriculturalists. IFDC is committed to empowering youth in agriculture through education, training, and improving access to knowledge, tools, and markets because we believe that not only can agricultural professions be lucrative, we believe they will be necessary to feed and nourish future generations.

**J. Scott Angle**  
IFDC President and CEO





# Attracting YOUTH to Agriculture

If there's one thing the development world agrees on, it is this: we need to get the largest youth population in the world's history involved in agribusiness.

Sixty percent of Africa's population is under the age of 25, and over 60 percent of the world's entire youth population live in Asia and the Pacific. These numbers – and of those entering the workforce by 2035 – represent a huge opportunity for pushing agriculture in developing nations to the next level. They are the future of agriculture: the scientists, researchers, farmers, and project implementers who will ensure our forecasted global population of 10 billion is fed and nourished.

And yet, one question remains: how can agriculture – typically seen as a “poor man's job” – compete with urban job sectors, such as the service industry, information and communication technology (ICT), and others? Despite the many comparative advantages of agricultural entrepreneurship (growing populations, improving technology, greater profitability, etc.), this generation is looking elsewhere.



THOMPSON OGUNSANMI IS THE TOWARD SUSTAINABLE CLUSTERS IN AGRIBUSINESS THROUGH LEARNING IN ENTREPRENEURSHIP (2SCALE) COUNTRY AGRIBUSINESS ADVISOR IN NIGERIA AND HAS A BACKGROUND IN AGRONOMY AND 15 YEARS OF FIELD EXPERIENCE IN ENTREPRENEURSHIP AND VALUE CHAIN DEVELOPMENT. RECENTLY, THOMPSON REFLECTED ON WHY IT IS SO DIFFICULT TO ATTRACT YOUNG PEOPLE TO AGRIBUSINESS. HE EXPLAINS HOW 2SCALE IS DEALING WITH THE ISSUE.

# 4 WAYS TO ATTRACT YOUTH

# 1

## STOP LINKING POVERTY WITH AGRIBUSINESS

Everybody is talking about involving youth in agriculture; however, young people associate agriculture with poverty, which discourages them. They want to work in an enterprise that is going to give them results based on the effort they put in. But based on their experiences, nine out of 10 are running away from farming.

In my opinion, poverty should not be linked to agriculture. Poverty also exists in other sectors of the economy in Nigeria – as well as other nations. If you look at the mining sector, you see a lot of people working hard, and they are not earning as much as the farmers. So I think the primary way to attract youth to agribusiness is to dissociate agriculture and poverty.

# 2

## MAKE FINANCING ACCESSIBLE

The second issue is access to financing, so young people can invest in agriculture as a business. Growing 1 hectare (ha) of produce is more profitable than working in a bank, as Pam Dung's success story shows (see page 15). But few have the basic funds necessary to invest in drip irrigation or even buy quality inputs to start their business.

Within and outside 2SCALE, there are a lot of opportunities. Many youth are being pre-financed to establish themselves as agripreneurs. For example, in its soybean partnership, 2SCALE could connect the Nigeria Bank of Agriculture with soybean agripreneurs whose business plan was funded for 8 million alongside a processing firm. The bank would be responsive because the market for soybean is huge. And because 2SCALE has trained them and developed the skills they need, they can double their yields. We could also connect these entrepreneurs with business services that provide harvesters and planters, which could radically change the way they see farming.

# 3

## BUILD UPON ICT SKILLS

When attracting youth to agribusiness, we should use their natural skills in ICT as a means to build networks and access to timely information. These young agripreneurs are very curious and strategic in getting information about pricing. They use many platforms to network, share information about market prices from one location to another, and develop knowledge about best farming practices. These tools help them negotiate fair prices for their produce. In the vegetable partnership developed with East-West Seed International, we see young chili pepper farmers using their networks to negotiate prices five times higher than what other farmers are getting.



# 4

## CREATE AN ENABLING BUSINESS ENVIRONMENT

Additionally, governments can and should create enabling business environments for agripreneurs. In Nigeria, for example, there is the issue of the double or triple taxation payment. Currently, different institutions collect taxes from farmers, reducing their performance and discouraging them from further investment in agribusiness. Having a single tax would make agriculture more attractive.

In addition, governments should create a network for these entrepreneurs to move their produce from rural areas to local towns. They should also assist by evaluating several mounted checkpoints that currently increase the cost of doing business. Issues such as very high interest rates on credit and lack of tailor-made loans for young women must be considered. The youth are asking the government to create and implement an environment to drive their vitality.

These are just a few ways that 2SCALE is approaching the issue, but they are applicable across the board. If we want to achieve a well-fed and nutritious world – and really develop agriculture as a viable means of employment for the future generation – we have to do our part in educating young people. We can show them that agriculture is not a dead-end job. The opportunities are ever-increasing. In this way, we will all benefit and ensure food security for generations to come.



# GLOBAL BRIEFS

The following briefs showcase news from around the organization. For the full interactive experience of these and other pieces in *Perspectives*, subscribe to our online magazine at [bit.ly/IFDCPerspectives](http://bit.ly/IFDCPerspectives).

## ASIA

### USAID Administrator Visits FSI Project



The Fertilizer Sector Improvement (FSI+) project hosted a team from the United States Agency for International Development (USAID), including Administrator Gayle Smith. She spoke with beneficiary farmers, observed demonstration plots, and participated in processing harvested rice. The demonstration showed that fertilizer deep placement (FDP) with line-transplanted rice resulted in 1.5 times higher yields.

### CIMMYT AND IFDC LAUNCH PROJECT IN NEPAL

The Feed the Future Nepal Seed and Fertilizer Project (NSAF) will increase the nation's crop productivity, economic welfare, and household

food security. As a sub-grantee to the International Maize and Wheat Improvement Center (CIMMYT), IFDC will focus on integrated soil fertility management (ISFM) through fertilizer development, private and public sector engagement, and extension.

### New Project Targets Female Vegetable Farmers

The Accelerating Vegetable Productivity Improvement (AVPI) project aims to educate and boost incomes of 52,000 women vegetable and fruit farmers and 25 agro-input dealers in southern Bangladesh. The project will promote applying fertilizer deep placement (FDP), utilizing protected seedling cultivation, and implementing sustainable agricultural practices, among other objectives.

### ISHRAT JAHAN SPEAKS AT CSIS CONFERENCE



Ishrat Jahan, IFDC Bangladesh country representative, attended a Center for Strategic & International

Studies (CSIS) event to launch the documentary "Tracking Promises: Bangladesh." Jahan shared how better fertilizer use has benefited farmers, who have averaged incremental yields of 800 kg while using 30 percent less fertilizer than before.

## EAST AND SOUTHERN AFRICA

### New Chapter in Kenya



A Memorandum of Understanding (MoU) between IFDC and the Ministry of Agriculture in Kenya has prepared the ground for much broader collaboration in the country. IFDC already has accreditation and diplomatic privileges under a separate agreement with the Ministry of Foreign Affairs. The new MoU, signed in July 2016, provides the framework for projects on blended fertilizers, agribusiness development, and technology transfer.

## FDP IN TANZANIA



FDP and urea supergranules were formally approved by the government of Tanzania in March 2016, following two years of field trials. The trials found that FDP increased rice yields by about 1,500 kg/ha compared to broadcasting of prilled urea.

The next step is to promote FDP more widely, using IFDC's private sector-led model. Cost analyses have been completed, and suppliers and partners identified. IFDC teams are now working with international donors and development agencies to fund a roll-out program.

### REACHing Out in Uganda



A new project was signed in November, with funding from the Dutch Embassy

in Uganda. Resilient Efficient Agribusiness Chains (REACH) is a four-year project that will involve 40,000 rice and potato farmers, improving producers' technical skills, institutions, and markets. REACH is a successor to the successful CATALIST-Uganda project, also funded by the Dutch Embassy.

### IRISH AID FOR POTATOES



IFDC projects have helped scale out low-cost storage technologies for a range of crops in several countries. In Kenya, Irish Aid is supporting a new project that will scale out low-cost small-scale farmer potato stores with a 40 ton capacity. The first warehouse was inaugurated in August; three more will be completed soon. All will belong to the community or farmer group.

### CATALIST-Uganda Leaves Legacy



The Netherlands-funded CATALIST-Uganda project closed in September, leaving a legacy of improvements in crop yields, farm incomes, and technical capacity. The four-year project worked with multiple crops – rice, potato, cassava, sunflower, soybean, and barley – and reached more than 70,000 farmers (53 percent women) in 23 districts.

### BURUNDI: THE SEEDS FOR DEVELOPMENT



The Integrated Seed Sector Development (ISSD) project in Burundi provides a blueprint for technology transfer, combining new varieties, seed multiplication programs, training, and support to seed entrepreneurs.

The Netherlands-funded project is halfway through its four-year cycle and has generated significant impact already.

More than 500 seed entrepreneurs have undergone specialized training, in addition to 11,000 farmers (50 percent women) participating in demonstrations and farmer field schools.

**NORTH AND WEST AFRICA**

**C4CP Regional Forum Creates Partnerships**



The Regional Forum on Cotton and Food Security met in September to lay the foundation for creating new partnerships in an effort to achieve food and nutritional security.

**WAFA ELECTS BOARD MEMBERS**



The USAID West Africa Fertilizer Association (WAFA) has officially been established with the election of executive board members. WAFA is an effort of the USAID West Africa Fertilizer Program (WAFP) to increase the availability of affordable, quality fertilizers appropriate for regions in West Africa.

**Nestlé and IFDC Support Nigerian Farmers**



Nestlé Nigeria and IFDC are partnering for a two-year pilot project to support smallholder millet and sorghum farmers, 40 percent of whom are women.

**MODEL FARMER HOSTS COMPETITION**



A seed producer in Ghana held a farmer competition for young entrepreneurs to promote improved planting practices. The producer is one of 55 being supported by the Feed the Future Ghana Agriculture Technology Transfer Project's small grants scheme to produce certified seeds to be sold to farmers in the coming seasons.



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HOMESTEAD

# gardening

YOUNG FARMER  
IN BANGLADESH  
GAINS HOPE



Twenty-five-year-old Marzina Khatun's way of life has changed thanks to the Accelerating Agriculture Productivity Improvement (AAPI) project in Bangladesh. The project – which strives to help farmers diversify their crops, ensures the use of quality fertilizer and seeds, and improves market linkages that allow fair prices for farm produce – held trainings in model villages to introduce the practice of homestead gardening.

After attending an AAPI training session, Marzina transformed a 16-square-meter plot at the corner of her homestead from a fallow piece of land to a thriving garden of vegetables. In accordance with suggestions provided by AAPI, Marzina planted brinjal (eggplant) and green chili and adopted better crop patterns along with urea deep placement (UDP) technology. With the implementation of these techniques, the garden not only meets Marzina's daily needs, but also provides her with supplemental income through commercial sales.

"We did not need to buy vegetables and chili in the last couple of months. Other than these, we also produced bottle gourds in another corner of our yard," Marzina said at the Sadullahpur village of Bagharpara, an AAPI model village in Jessore, a southwestern district of Bangladesh.

In total, Marzina planted 27 brinjal plants and a few chili plants. "I am extremely pleased that I planted the brinjal and chili and took every care. They are yielding good fruits," she said with emotion.

Marzina applied urea briquettes to 18 of the brinjal plants in two separate applications, the first 12 days after the initial planting and the second after 60 days. To observe the effects of UDP, she applied prilled urea on the nine remaining plants. Upon harvesting her brinjal plants, Marzina saw a 23 percent increase in the yield of UDP plants compared to those that were fertilized using prilled urea.

At the end of the summer, Marzina will plant cauliflower, cabbage, and tomatoes in the same garden. After harvesting these winter crops, she will plant brinjal and green chili, giving her the opportunity to grow vegetables year-round. Because of improved agricultural practices, Marzina's homestead garden gives her family more nutrition, income, and independence.



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# CLEAN VEGGIES GREEN VEGGIES

**F**eleku Dubale is a young mother of four and part of a unique agribusiness experiment in Ethiopia. She works for the Meki Batu fruit and vegetable cooperative near the capital, Addis Ababa. Support from the IFDC-led, Netherlands-funded 2SCALE project has helped Meki Batu expand membership, improve yields and quality, and win new supply contracts.

The 8,000-member cooperative, once loosely organized, is transforming itself. New seed varieties have been introduced, production is now coordinated, and new markets are being tapped. Most importantly, the cooperative focuses on not just production but value addition, investing in a processing unit where Feleku works.

Feleku's job is to grade, process, and pack fresh produce and make sure it meets the quality standards of the cooperative's biggest customer, Ethiopian Airlines. Meki Batu supplies the airline with a range of fruits and vegetables – onion, tomato, cabbage, eggplant, papaya, and watermelon.

“We process nearly 1 ton of fruits and vegetables every day, so the work is not easy,” Feleku says. The working day begins at 8 a.m., when fresh produce arrives from farms around Meki town. Of course, Feleku has been at work long before that – at home, cooking breakfast and tidying the house.

“We begin by sorting, throwing away anything that is even slightly damaged. The next step is grading, based on size, ripeness, and color. Then we wash, peel, and wash again, and cut if needed. Finally, we do the weighing and packing. We make sure the portions are the right size and that everything is shrink-wrapped, sealed, and immediately refrigerated, ready for delivery.”

The women work in teams of four – two older women who are experienced and two younger ones who are still learning. The teams work well together, and each week teams rotate between jobs, so that, in Feleku's words, “Nobody is bored, and everyone is learning.”

How does Feleku balance work versus family, especially with four children? “I have to,” she says. “And after all, now that I am sure of getting money every month, I can plan things better.”

Two years ago, Feleku was unemployed. Today she earns about 60 birr (U.S. \$3) per day, well above the average blue-collar wage in her small town. After years of living on the brink, she now has the luxury of stability.

“Now I know we can pay the children's school fees and buy uniforms in January.” The income is sufficient for the time being (her husband has a job as well), but she has ambitions. “My youngest daughter is 8 years old. By the time she reaches high school, I want to open my own small vegetable shop, selling what is grown by members of our cooperative.”

And does she think this will be easy? “Of course not. Things are never easy. But there is no problem with demand, because people need vegetables every day. The problem is only with finance (to buy my stocks) and storage.”

Feleku's story – and her ambitions – are an example of how 2SCALE works. The approach is purely business: creating the networks and the conditions that will allow small agribusinesses to thrive.

IFDC and its partners help smallholder farmers organize themselves into groups and help the groups connect with other market players such as buyers, banks, transport providers, and other services. The aim is to create agribusinesses where even the smallest players, like Feleku, can participate and equitably share benefits.

## BACK TO THE FARM

FROM THE BANK TO THE FIELD

While many young people see agriculture as a dead-end job, with no money to be made, many others are discovering how lucrative a productive farm can actually be – so much so that some are leaving “good jobs” to head back to the farm.

Daweng Pam Dung is not only a college graduate, but also an economist who worked at a bank for three years before making an unusual choice.

“I decided to quit my job at the bank and go into farming, and I’m enjoying it,” Dung said.

Dung lives in Jos, Plateau State, Nigeria, and is a member of the Wedurat Corporative Society, involved in the 2SCALE-supported vegetable partnership driven by East-West Seed International (EWIT).

Why would a 30-year-old economist leave his job at a bank to grow tomatoes in a small town? The reason is not as romantic as you might expect: money.

“I wasn’t a farmer until 2SCALE came into the picture. I used to work in the bank, and farming was done as a way of life. Now we do farming as a business. 2SCALE is my driving force as we learn about good agricultural practices. We’re now preparing to label our produce for traceability.

“Currently we practice furrow irrigation, but 2SCALE has introduced us to drip irrigation, which is much more water efficient. We knew the market for vegetables was there, but we lacked the knowledge on how to access these markets. Bearing this in mind, I believe even though there is an increase in the volume of production, the market will absorb it. We also learned that different markets have different requirements. The markets we sell to want quality products with a good taste and long shelf-life, traceability to ensure food safety, and consistency in supply.

“The availability of EWIT seeds is no longer a challenge. Before, seeds were sourced from Porto-Novo in Benin, but right now we have a license from the Nigerian seed council and we are about to import large volumes of EWIT tomatoes to grow on 239 hectares. In a special program funded by the World Bank, and with help from 2SCALE, we have acquired a grant of \$400,000 to implement the project in two local government areas of the Plateau State, from which most of the Lamingo tomatoes cluster actors will greatly benefit.

“My dream is to become a renowned farmer. Currently we employ five people permanently, and we have 30 seasonal laborers. At the moment, we have about 1,115 members in the Lamingo cluster. It’s my hope that we continue to grow in the future.”

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## SOCIAL MEDIA HIGHLIGHTS

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### WAFP OVERVIEW VIDEO RELEASE

AfricaFertilizer.org released an informational video on the USAID WAFP. Featuring IFDC North and West Africa Director J.J. Rob Groot, the video outlines WAFP's goals and procedures. The program focuses on private sector leadership in the fertilizer and agriculture sectors and assists with fertilizer recommendations, regulations, subsidy programs, and policies. View the full video at <http://bit.ly/WAFPVideo>.



### FARMING FIRST SPONSORS #IamAg CAMPAIGN

In October, Farming First launched its three-week advocacy campaign to start a conversation with young people about agricultural careers. Check out highlights of the campaign from Twitter and Instagram here: <http://bit.ly/IFDCiamag>.



### IFDC HEADQUARTERS HOSTS AGRICULTURE STUDENTS

On November 1, 2016, IFDC Headquarters and local 4-H offices hosted 36 students from three schools for a day of learning about agriculture. Students attended classes on biofuels, agriculture careers, commodities, and global fertilizer use. A gallery of the day's activities is available at: <http://bit.ly/IFDC4HDay>.



## IFDC BOARD OF DIRECTORS NEWS



**Douglas Horswill**

Douglas Horswill has been appointed to an expert panel established by Canada's Minister of Environment and Climate Change, Catherine McKenna, to review the country's federal environmental assessment processes. Horswill is retired from Teck Resources Limited, where he served as the senior vice president of sustainability and external affairs from 2001 to 2011.



**Agnes Kalibata**

Agnes Kalibata, president of the Alliance for a Green Revolution in Africa, gave a keynote speech during the second Pan-African Agribusiness Conference in Nairobi, Kenya. Kalibata and fellow board member Rhoda Peace Tumusiime moderated the Global Panel on Agriculture and Food Systems for Nutrition during the 2016 Alliance for a Green Revolution Forum (AGRF) in Nairobi.



**Steven Leath**

Steven Leath and Peter McPherson, president of the Association of Public and Land-grant Universities, participated in a panel discussion during The World Food Prize's Borlaug Dialogue. Panel participants discussed "The Challenge of Change: Engaging Public Universities to Feed the World."



**Melissa Ho**

Melissa Ho joined IFDC's board of directors in September 2016. She is managing director, Africa, in Millennium Challenge Corporation's (MCC) Department of Compact Operations. Prior to joining MCC, Ho served as senior advisor and technical division director in the Bureau for Food Security, U.S. Agency for International Development (USAID).



**Mark Keenum**

Mark Keenum, president of Mississippi State University, participated in the Global Open Data for Agriculture and Nutrition 2016 Summit in New York City. Keenum addressed Summit participants, focusing on the role of universities in food production and the role of open data in food security.



**Rhoda Peace Tumusiime**

During the 2016 AGRF, Rhoda Peace Tumusiime, African Union Commissioner for Agriculture and Rural Economy, participated in panel discussions on the Comprehensive Africa Agriculture Development Program (CAADP), the Malabo Declaration, and the SDGs. Tumusiime was recognized during the second Pan-African Agribusiness Conference for her work toward transforming African agriculture.