

MULTI-FUNDER INITIATIVE

Cultivate Africa's Future (CultiAF)

Expanding business opportunities for youth in the fish and poultry sectors in Kenya

In Kenya, researchers are strengthening the capacity of young people to develop innovative businesses in the fisheries and poultry sub-sectors.

The challenge

Promoting agribusiness opportunities and youth employment in agriculture is a strategic policy and development priority in Kenya. However, to date, there is limited evidence of successful business models that benefit young people (18-35) and scale up results and products from research. In many sub-Saharan African countries, poultry and fish industries are among the fastest growing agribusinesses; over 60% of producers are women. While the transition from rural farmer to small-scale agricultural producer gets a lot of attention, there seems to be limited support for agricultural and food producers that aspire to transform into agri-food entrepreneurs, especially young people. So where do they access training? Who has the knowledge to help them solve their challenges? Where can they find support?

The research

The project will use multiple training methods (classroom training, practical methods, field visits and business simulations) to build the capacity of youths to engage in poultry and fish businesses. This project will build on an existing and highly successful entrepreneurship training program developed at United States International University's Global Agribusiness Management and Entrepreneurship Center, and adapt the content to address the needs of agri-food entrepreneurs. An innovation in this project is to support a selected group of aspiring young entrepreneurs, help them develop an implementable business plan, and link them to more experienced entrepreneurs for mentoring, innovation support and business development services through business counsellors.

The approach – the 'AgriFoods Living Lab' – will introduce entrepreneurs to 'insects for feed' as a business opportunity, and provide training and business development services for fish and poultry entrepreneurs in Kenya. By the end of the project, 60 poultry and fish entrepreneurs (youths and especially women) from all over Kenya will have been trained to adopt and put into practice project activities in the field. The Agri-food Living Lab will improve the experiential learning experience of youth agri-food entrepreneurs by carrying out real-life training (education), business development (market, management, industry linkage) and research (especially action research). This project will provide a platform for NGOs, micro-financial institutions and the Government of Kenya to work together and create added value for professional practice in the fish and poultry sectors, with a focus on insect-based feed.

Expected outcomes

- 60 poultry and fish youth entrepreneurs from Kenya are trained and have developed implementable businesses plans.
- Improved business management skills amongst youth entrepreneurs.
- Increased youth participation in the fisheries and poultry sub-sectors.
- Increased production, processing, marketing and supply of insect-based fish and poultry feeds.

Implementing partners:

United States International University-Africa, Kenya
Contact Karen Musikoyo Nguru: kmusikoyo@usiu.ac.ke

Other partners:

Licence to Grow, the Netherlands; Van Hall Larenstein University, the Netherlands; Michigan State University, USA.

Countries: Kenya

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Cultivate Africa's Future Fund (CultiAF) supports research to achieve long-term food security in Eastern and Southern Africa. Learn more at www.idrc.ca/cultiaf.



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