



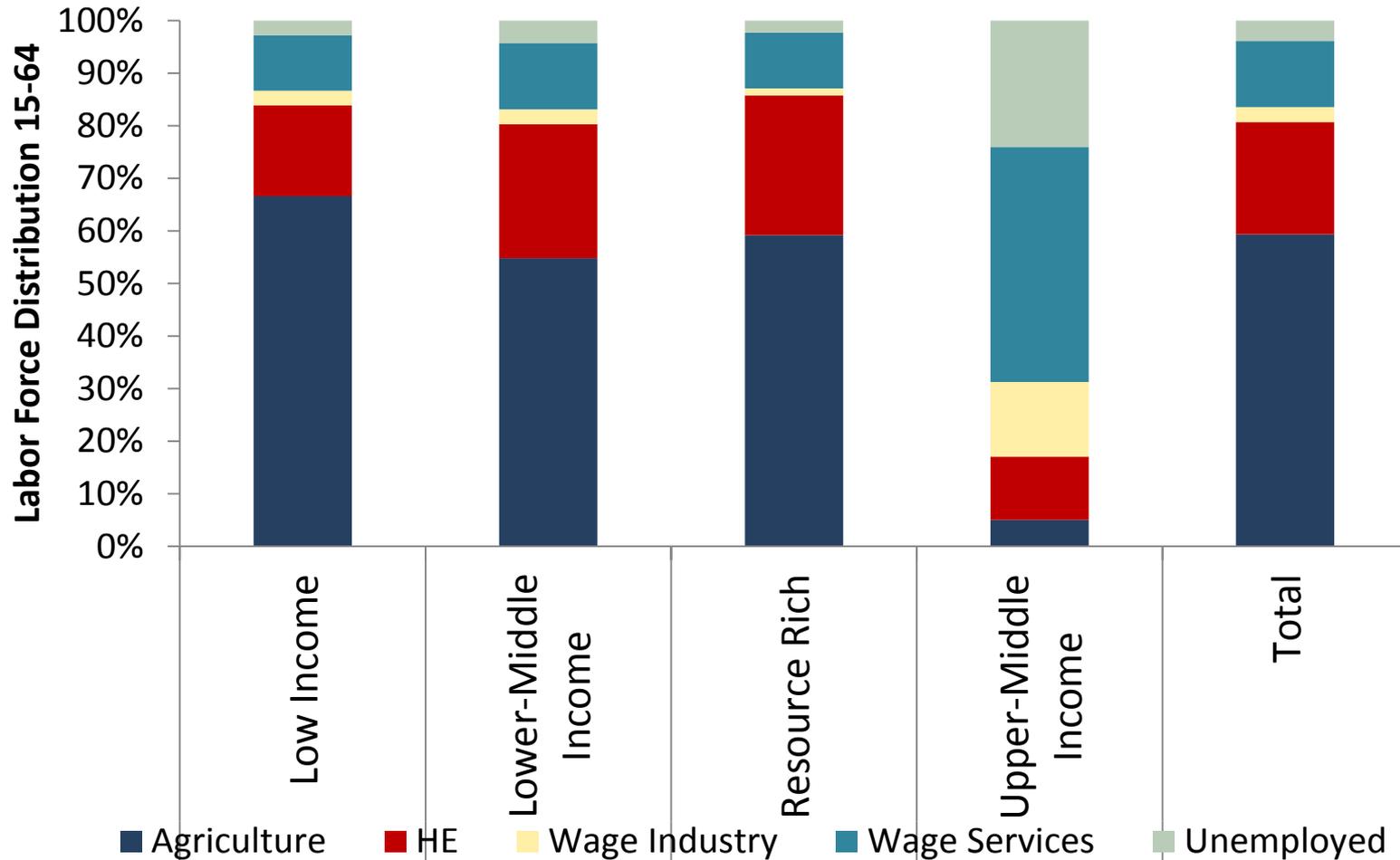
The MasterCard
Foundation

Making Cents Webinar

Engaging young people in Agriculture

February, 2014

In 2010 most young Africans worked in agriculture and household enterprises





The MasterCard Foundation Agriculture Portfolio

Within the broader scope of the agricultural sector,
The MasterCard Foundation has worked to:

- **Develop the technical, business and financial management skills of young people** to work in the agribusiness sector as employees and entrepreneurs.
- **Support financial institutions** to serve the needs of those who work in agriculture and agribusiness.
- **Support leading agricultural learning institutions** that will, through the education of students with high potential, lead to greater innovation in agricultural and rural development.





The Youth Think Tank

- The Foundation has engaged young people and our Youth Think Tank in multiple capacities including proposal reviews, research, strategy development, project assessment, social media, as well as participation at conferences and events.
- Our first Youth Think Tank Report: <http://www.mastercardfdn.org/what-we-are-learning/publications/education-and-employment-for-young-people>





Youth Think Tank Profile and Process

- Competitive process, open to young women and men between 18-24 involved in partner programming.
- Application and screening process followed by interviews with Foundation staff.
- Emerging leaders, involved in youth programming, mentoring, small enterprises, and youth engagement initiatives.
- Over 100 applicants from across Africa.
- Selected 8 members from Kenya, Sierra Leone, Ghana, Rwanda, and Zambia to a one-year contract.



Young People and Agribusiness

Over a six-month period, the YTT interviewed 16 community and business leaders and 80 peers.

What are young people's perceptions and understanding of AGRIBUSINESS, more specifically:

- Little clarity or consistency in knowledge about the stages of the agribusiness sector;
- Activities referenced in 'Farming' phase of the process were the most detailed;
- **93%** of the interviewees responded that agribusiness was an area of opportunity for youth in their communities;
- **80%** of interviewees had some experience and/or connection to agribusiness regardless of the urban-rural divide;
- Barriers to employment and enterprise development exist:
 - Agribusiness lacks exposure;
 - The complexity of the agribusiness sector is misunderstood;
 - The mindset towards agribusiness as a whole is limited by its definition - 'agribusiness' = farming;
 - Culturally ingrained stereotypes, as well as parental perception of farming and its close association with intense labour, low wages and traditional farming practices are still prominent;



Implications

- Young people have a deep connection to the agricultural sector, in both urban and rural areas and an interest in agri-related employment and enterprise development.
- Need for sensitization and information— including parents— about opportunities within the wider agricultural sector, off-farm and agribusiness opportunities.
- Programming options include training, enterprise development and financing opportunities.
- Young people can and should play a meaningful role in the research, development, and evaluation of the programs that affect them.