## ATTRACTION MORE YOUNG PEOPLE TO BE ‘AGRIPRENEURS’

### RECOMMENDATIONS FOR ECOSYSTEM ACTORS

<table>
<thead>
<tr>
<th>CHALLENGES</th>
<th>Research &amp; Training Institutions</th>
<th>Accelerators, Incubators &amp; Market Shapers</th>
<th>Private Sector &amp; Social Enterprise</th>
<th>Government</th>
<th>International Agencies</th>
</tr>
</thead>
</table>
| CHANGING NEGATIVE PERCEPTIONS AND STEREOTYPES AROUND FARMING AND AGRICULTURE | • Promote courses that frame agriculture as a respected profession and career  
• Invite guest lecturers / speakers to talk about the opportunities and value of agricultural innovation for both individuals and the country | • Document and share inspiring success stories of agripreneurs through channels and platforms commonly used by young people  
• Help potential entrepreneurs view the entire ecosystem of actors in agriculture (not just the farmer) so they appreciate the diversity of opportunities and skills | • Reduce the number of middlemen individuals and organizations by digitalizing supply chain transactions for greater efficiency and transparency  
• Promote agriculture as a profitable and professionally rewarding venture | • Create a cadre of national ambassadors who can feature in influential campaigns around the value and potential of agricultural careers | • Stop focusing support on initiatives that are too localized to a particular context or population, and target the development of tools and practices that are more transferable across different kinds of agricultural communities |
| AGRICULTURAL PRACTICES ARE DIFFICULT TO CHANGE | • Conduct research into higher value farming methods and more nutritious crops to attract more entrepreneurial youth into agriculture | • Document and promote the potential of new agricultural practices to investors and government policymakers | • Invest and support greater mechanism along the supply chain, particularly in terms of helping farmers manage and harvest their crops in a timely and efficient manner | • Concentrate on providing the space for different practices within the policy / regulatory environment  
• Focus on improving the quality and quantity of agricultural data to enable accurate forecasting and collaboration with resources managed by other departments (e.g. water) | • Provide patient capital and long-term support for agricultural development – not just in times of food insecurity  
• Scale and replicate successful financing structures for SMEs such as the African Guarantee Fund |