RURAL JOBS LANDSCAPE BRIEF

EXPLORING RURAL JOB OPPORTUNITIES FOR YOUTH IN AGRICULTURE

JULY 2020

CONTEXT

Mercy Corps AgriFin has always maintained a strong level of focus on supporting engagements that reach youth farmers, clearly identifying existing and potential opportunities for job creation in the agriculture and agri-finance sectors.

AgriFin has developed a landscaping study based on original research to understand the scale of the challenge and the opportunities for meaningful job creation that exist. The report looks right across the agricultural value chain from production to processing as well as the value-adding ag-services that cut across the value chain. This document summarizes the findings of that study.

CHALLENGE: BY 2024 THERE WILL BE 9.6M RURAL YOUTH IN KENYA

While agricultural value chains will not absorb all job-seeking youth, it can provide a large number of opportunities creating up to 870K NEW JOBS in production, services across the value chain and agroprocessing. Additionally, the transformation of existing activities into meaningful jobs will support the goal of reaching 1 million jobs for youth in agriculture.

YOUTH'S VALUE & BARRIERS

FLEXIBLE DISPOSITION

LIMITED ASSET OWNERSHIP

QUICK UPTAKE ON NEW PRODUCTS & MENTALITIES

LIMITED ACCESS TO AND CONTROL OVER RESOURCES

MORE TECH-SAVVY

LIMITED ACCESS TO FINANCE

BEST EDUCATED GENERATION

LIMITED CONNECTIONS
YOUTH PERSONAS

Youth are not a homogeneous group. Targeted and tailored support is required to help them attain a meaningful job which is why we mapped four different personas to reflect these needs.

DETERMINED BUILDERS

Achieved success by progressively and intentionally growing their agricultural business activities. They accumulate assets such as land, diversify agricultural activities, and experiment with new ideas and technologies.

OPPORTUNISTIC MOVERS

Risk takers with a strong belief in their own ability. They succeed through opportunistic wins and have occasional failed experiments. Their social safety net and technology usage help them continue to try new things, but do not guarantee results.

STATIC PLANNERS

Prioritize their home and families, seeing agriculture as a means of achieving stability for their dependents. They seek financial independence, which will offer greater freedom to determine their own path within agriculture.

ROOTLESS CLIMBERS

Ambitious for success in agribusiness and other businesses but struggle to make their aspirations real. They dabble in other value chain businesses, relying on their knowledge and work ethic to help them persevere.

STRATEGIC OPPORTUNITIES

HOW AGRIFIN CAN CREATE 1 MILLION JOBS FOR YOUTH OVER THE NEXT 5 YEARS

- Promoting farming as a business by providing end-to-end services for youth
- Building a digital platform to promote youth access to land
- Matching demand and supply through job matching platforms
- Using edutainment and elearning platforms to shift youth perceptions towards and upskilling
- Matching demand and supply through public private partnerships to build connectivity hubs serving as centers of excellence for rural youth

To find out more about what Agrifin is doing in rural employment or to get involved in our work, reach out to us on any of the platforms listed below.