

Evolution of youth in agriculture in Rwanda: Sweetpotato seed and root production as a business

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Introduction

- Youth definition is persons from 14 to 35 years - by Ministry of Youth (Rwanda).
- Youth are 4.1 million (35% of the total population)
- In Rwanda, 43% of the population is under 14 years.
- ***78% of total population is 0 - 35years old. Hence Rwanda has a very young society.***
- In urban areas, the youth population is 25% compare to 75% in rural areas
- One of Rwanda's vision 2020 goals is agricultural transformation and development.
- ***Rwanda sweetpotato projects*** offered great opportunities for the youth to be engaged in agriculture.
- The projects have built a SP value-chain through sustainable seed systems, roots marketing and processing.

What is the problem?

Youth & Agriculture

- Sector characterized by an ***aging population***.
 - Youth not interested in agriculture, ***no quick incomes*** with less effort
 - ***Negative mindset***, agri. is for the uneducated, poor and the rural people.
 - Perception that there are ***few traditional jobs*** opportunities in agriculture.
- Youth participation is therefore less than expected.

Sweetpotato

- Crop production and marketing activities are undertaken by the ***rural households*** and usually managed by ***women***.
 - SP production, regarded as a poor man and women's crop and ***less profitable***.
- The youth interested with quick return's activities and not in food security.

What do we want to achieve?

- **Transform the agriculture** sector into an agri-industry to:
 - Feed growing population; Create employment opportunities for youth.
- Move agriculture from the current subsistence **to the commercial production**
- **Offer incentives** for the youth to get involved in the agricultural value chain
 - Financial – linkages to financial institutions and others
 - Technical support; Capacity building; Linkages to the market
- **Adopting modern** production techniques that will increase SP sector profitability.
- Make sweetpotato a **valuable raw material** to bakery, confectionery, and other food processing players



How are we making it happen?

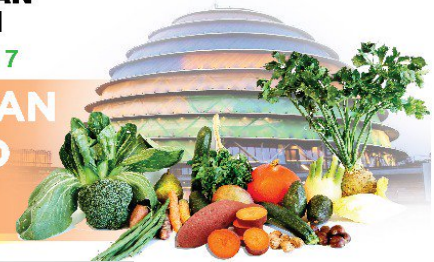
- **Strong collaboration**- PPP
- CIP, RAB, and implementing partners have **built sweetpotato seed systems** across projects area.
- The SP projects are **encouraging** the development of vines and roots markets
 - Cooking demonstration
 - Cities nutrition weeks; Media campaign
- CIP-RAB provided **technical support** to various actors in the value chain including the youth.
- CIP and partners have embarked on **social and behavior change** communication campaign.



KIGALI NUTRITION AND URBAN FARMING WEEK CAMPAIGN

November 27th - 3rd December 2017

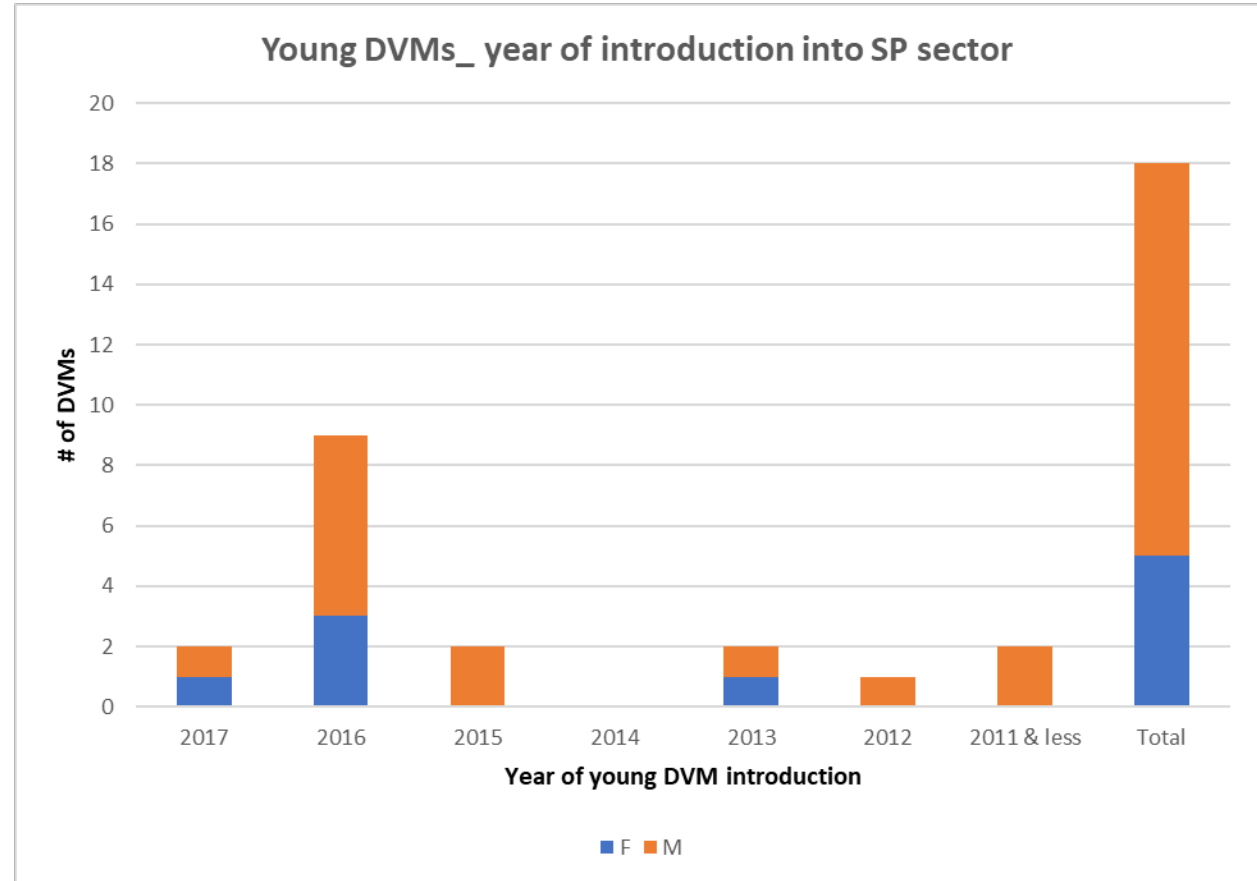
PROMOTING INNOVATIVE URBAN FARMING FOR A BETTER AND WELL-NOURISHED CITY



What have we achieved so far?

Age of DVMs by Gender				
Age	Total	F	M	%
<15 years	0	0	0	0
16-35 years	18	5	13	22.5
36-65 years	62	31	31	77.5
	80	36	44	100

Percentage/ Year of youth DVMs introduction into vine multiplicat				
Year	Total	F	M	%
2016-2017	11	4	7	61.1
2011-2015	7	1	6	38.9
Total	18	5	13	100



Achieved so far...

Average vines sales by age_ 2017 (Sept-Dec 2017)			
Age	Total sales	#DVMs	Aver. per DVM
<15 years	0	0	-
16-35 years	27,647,600	12	2,303,967
36-65 years	28,172,600	39	722,374
	55,820,200	51	1,094,514



- Using marketing strategies, Youths have discovered untapped opportunities in OFSP production.
- Youths generate significantly income in comparison to the DVMs aged above 35 years.
- **The average sales per DVM aged over 35 years is US \$ 840 compare to youths DVMs, US \$ 2,679 which is 3.2 times more.**
- Youths are also exploiting the processing opportunities e.g. CARL Group Ltd & Celino Ltd.
- Youth became a source of inspiration to many youth through the media and in trade shows.



Conclusion and what is next?

Conclusion

- ❑ Continuous sensitization, financial support and change of perception of SP sector has resulted in a ***significant growth*** of the SP value chain.
- ❑ There is ***growth in the SP industry*** and with increased profitability there is ***opportunities for the youth*** to get involved.
- ❑ Youth ***adopt and use better production technologies*** to access more of the ***market*** and through use of social media and cellphone technologies.

What next

- Strengthen the seed certification process for vine quality guarantee
- To strengthen the partnerships with the private sector for pulling SP roots and vines demand then youth will be attracted into the sector.
- Develop more appropriate processing technologies to increase the demand of the SP roots and hence increase demand of high quality seeds.

Thank You !!!

Murakoze cyane!!!

