

A learning visit to Serge Ganza's farm on 16th May, 2018 in Kamonyi District, Rwanda



Below are key learning points from our visit to his farm

- He shows a very good working relationship with other actors e.g. partnerships with RAB, CIP, CRS, One-acre fund among others and has benefited from this partnerships greatly
- Serge is open minded to continuously learn and try out new things, walks out of his comfort zone to achieve his results e.g. started with OFSP vine multiplication, into several other commodities
- He has worked within the reality of his context i.e knowing that Rwanda has no natural resources beyond land from agriculture
- He is mitigated risk by diversification from reliance of one crop

- He has Strong market orientation, monitors market signal through market surveys know what to produce
- Has several marketing strategies e.g. using technology to reach out to a wider market base e-isoko, home delivery to expand market
- He values quality for sustainability of his business to the extent that he gets clean planting material from RAB each season
- Serge supports the community around him through reasonably priced planting material (Rw 3 per 3 node cutting) to ensure root production throughout the year and also uplifting socioeconomic status of the community

- He values skilled staff efficient running of the business e.g. hiring agronomist at the farms, an accountant and IT specialist and he continues to build their capacity
- He is trying to introduce new technology in the area e.g. organic manure, small machines cooling room, library/resource centre
- He continues to look for opportunities for partnerships and business that can easily integrate with the current to achieve his vision, e.g. seeking for a bank loan to build a processing factory

- He has faced a number of challenges
 - Drought
 - Pests and diseases
 - Unpredictable markets, land and financial constraints among others,but this did not stop him from forging his way forward
- He is now an example of a youth who started small without much resources and built his way into a successful business, providing employment for many and improving livelihoods for his community.

Implication of the visit to different types of farmers

- Farmers do not feel left out in their activities, they know that scientists are interested in what they are working on and working with them to find solutions
- Such an enterprise is difficult for resource poor farmers
- You can start from a small scale and build up to a viable sustainable business
- If youth are empowered they can be successful

In depth Research Questions

- Need for breeders to come up with more acceptable varieties in response to market demand
- Breeders should follow up on the adoption of their varieties.
- Further research on best agronomic practices e.g. affordable field testing, control of weeds
- Research on better/effective methodologies on raising awareness

