

HIGHLIGHTS



The next generation of farmers: successes and new opportunities

Brussels Development Briefing No. 53

Brussels, 20th November 2018

On 20th November 2018, CTA organised the 53rd Brussels Development Briefing – part of a series of bi-monthly Development Briefings on ACP-EU rural and agricultural issues. Around 140 participants gathered in Brussels to discuss the prospects for the future of agriculture in the ACP and beyond, sharing also examples from European counterparts on successes from agribusiness, farmer organisations, the private sector and policymakers.

The next generation of farmers: successes and new opportunities

This Briefing looked at the changing landscape of agriculture and farming in ACP countries and how the key players and stakeholders can work to promote a prosperous and sustainable agri-food sector for the next generation of farmers. The presenters looked at opportunities in establishing an enabling environment, linking rural and urban markets, improving quality and standards, adding value through packaging, GI and marketing, and supporting innovation, digitalisation and entrepreneurship in order to both retain current and attract future agripreneurs. Best practices were shared from the European women and young farmers organisations active across the EU Member States.

Partners in the Briefing:

- CTA
- European Commission (DG DEVCO and DG AGRI)
- ACP Secretariat
- CONCORD

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Isolina Boto



Viwanou Gnassounou



Leonard Mizzi

The Briefing was opened by **Isolina Boto**, Manager, CTA Brussels Office and coordinator of the Briefings, on behalf of the organisers. She emphasised discussing how agriculture would look like in the coming decades and the need for it to be more profitable and attractive to youth. She expressed a warm welcome to the distinguished organisations and speakers presenting from ACP countries, and the EU, who would be engaging in an important exchange of views. The Briefing will focus on policies, markets, technology support and knowledge, including intergenerational knowledge.

Viwanou Gnassounou, Assistant-Secretary-General, ACP Secretariat, thanked the co-organisers and participants. He spoke of the special partnership between the ACP Group and the European Commission in the current context of post-Cotonou negotiations and other developments, and the importance of the partnership and its joint institutions such as CTA. Incentives are needed so youth enter the sector willingly - this requires a paradigm shift to ensure enough quality food to

feed a growing global population – including addressing other challenges and objectives included in the SDGs. Private sector involvement is necessary if agriculture is going to contribute to economic transformation in developing countries. This transformation requires innovative approaches, right technologies and new ideas. Policy coherence between agriculture and trade is needed and the Briefing outcomes in the context of discussions between the EU and the ACP Group.

Leonard Mizzi, Head of Unit in the European Commission, stressed the need for youth to understand agriculture as an enterprise. One of the biggest challenges is the lack of transparency and fairness in value chains, which remains a leading barrier from entry into agriculture for young farmers, along with lack of access to finance. Education is an area where agriculture is not portrayed “sexily”, so youth at university and higher education are often not attracted to specialise in agriculture, which is a problem on account of the aging farming population in ACP countries.



Michael Hailu



Débisi Àràbà



Iman Boot

The EU seeks to address this by improving access to land, applying a territorial approach to ensure decent standards of living in rural areas and reducing pressure to move to urban areas. EU led initiatives to support youth in rural areas include the Task Force Rural Africa, which presents in findings at the Vienna Summit on 18 December, the Joint Parliamentary Assembly etc., and work through CTA which gives a platform for youth to be heard. Technology and digitalisation also hold immense bda_ [eW] fZ[e SdW] Se Va hS'gWUZS[SVhS' UW_ W fe S' V fZWVhWab_ W f aXS' W t_ adW egeS[ST'WaaV ekefW_ z

Michael Hailu, 6 [dW]fadaX5F3 SVVW fZWSe f aXfZWabW [Y dW_ Sd] e, arguing that agriculture in ACP countries has more expectations than ever, yet it [e under-performing. IXe] [fWUZ' a'Yk S' V] ` ai 'WYWUS' TW 'W'W'SYVW fa W UagSYWbSd[fU]bSf[a` aX S' W' YW W'Sf[a` , then the sector has many opportunitiesZTZ[e is at fZWUadW of 5F3's work , XSU[fSf[Y the ` WY f YW W'Sf[a` aXSYdUg fgdWfZdagYZ kagfZ W fdWb dW WgdeZ[b, V[Y fS'feSf[a` t and U[S'fWdW'e[TW UVZ CF3 i S' fe fa bda_ afWand mainstream game-changing data and digital technologies, so fZVW US' eW'WfZWfWfadaWbWU[S'k fZdagYZ kag' Y [` ahSfdeZExamples include CTA projects which make drones accessible to young farmers, with support on training, creating an enabling policy environment, and channeling funding. CTA is also entering the area of blockchain applications for agriculture, and its longstanding Pitch Agrihack Talent programme has supported young entrepreneurs and start-ups to develop agricultural services that reach close to one million users. For 2019, CTA will be focusing on

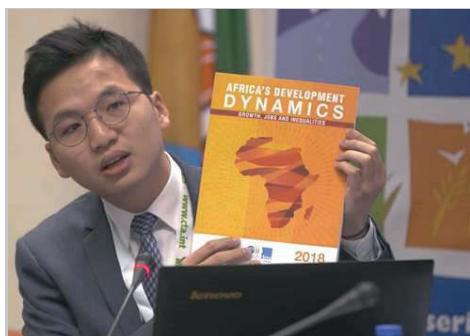
putting together the knowledge, experience and opportunities identified around the digitalisation of agriculture in a sector defining report, that will be followed by a major conference on digitalisation for agriculture, and create a coalition of institutions, private sector and investors to push this agenda.

Leonard Mizzi, moderated the first panel on **“What is required to support the next generation of farmers?”**

Débisi Àràbà, Director of CIAT, gave a captivating presentation on Entrepreneurship Opportunities for the Next Generation of Agribusinesses. Identifying and promoting good ideas and designing structures that allow them to thrive is key to successful agriculture. The current era favours collaboration, so opportunities are needed to bring innovators together. Key drivers of innovation in African agriculture have been (a) the rise of “middle-scale farms” (between 5 and 100 hectares), which create the perfect environment for mechanisation to develop; (b) the drop in cost of renewable energy – seen as critical because many African countries have weak grid infrastructure ; (c) mobile technology, where Africa has been the fastest growing region for adoption; and (d) trade, with the Continental Free Trade Area presenting exciting new opportunities for entrepreneurs through the creation of an enabling environment for cross-border trade. Examples of entrepreneurs exploiting these opportunities include Jahiel Oliver co-founder of Hello Tractor, which uses technology to capture the maximum value from existing agricultural equipment such as tractors. Cold Hubs, a start-up from Nigeria, founded by

Nnaemeka C. Ikegwuonu designs off-grid solutions for cold-chain transportation. Similarly, Angel Adelaja founded Fresh Direct, an urban hydroponics contract farming system, which connects directly to urban clients through its location in Abuja. In Kenya, Brian Bosire has founded UjuziKilimo, which uses data to provide on-farm mobile advisory services for over 10,000 farmers. JR Coffee, founded by Nigerian entrepreneur Rotimi Opeyemi Olawale, purchases Rwandan coffee and sells it across West Africa; they now also supply to North American clients. Together with Affiong Williams, the founder of the dried fruit company ReelFruit in Nigeria, these businesses highlight the importance of moving up the value chain. Ms William also uses social media to share her entrepreneurship experience. The CGIAR Big Data platform crowds in good ideas on the use of data for agricultural solutions. Finally, key lessons should be adopted, such as investing in human capital and hard infrastructure, creating an enabling environment by promoting cheaper access to data and affordable finance, and adopting tax policies which promote business growth. Platforms that foster collisions of ideas, such as Pitch Agrihack Talent, should be supported to expand and linked to new finance to take the best ideas to market.

Iman Boot, expert at the Directorate for Agriculture at the European Commission, presented lessons from the Common Agricultural Policy (CAP) - the EU's flagship policy on agriculture. The nine objectives of the CAP cover topics such as climate change, farmer income and resilience, a number of which were highlighted. First, the need to rebalance power in the value chain,



Thang Nguyen-Quoc

as farmers are not getting a fair share of the value added that they produce. Secondly, the CAP wants to create vibrant rural areas through jobs and growth, by addressing prosperity and genuine opportunities for people in rural areas. Finally, food, health and quality products will be a first step by the CAP to try and prioritise issues beyond questions of volume – a potentially important consideration for countries wishing to export to the EU in the future. Knowledge and innovation are important as the CAP tries to address the gap between research and farming practice. Surprisingly, the farmer's main source of information has been the internet, then learning from other farmers, and lastly, advisory services. In terms of digitisation, there is a mismatch between the promise it holds, and slow take-up in the EU, and so it is the role of policy to stimulate take-up. Factors that lead to low adoption need to be addressed, such as lack of infrastructure, lack of cost-benefit information that farmers trust, data issues (ownership, governance), and a fear of lock in with a provider. In response, DG Agri has pushed for greater broadband coverage, subsidisation of pilots and peer-to-peer exchanges between farmers in both research policy and the CAP. DG Agri has also worked with farmers to install data governance, initiate possible legislation and support COPA and machinery builders to develop common data governance. The Isobus protocol (ISO 11783, "Tractors and machinery for agriculture and forestry") establishes a common mechanism of interoperability between machinery to avoid lock-in, and is private sector led.

Thang Nguyen-Quoc, Policy Analyst and the Africa Unit of OECD Development Centre, discussed Africa's development



Jannes Maes

trajectory in the evolving global context, based on key findings from the landmark OECD-AUC publication "Africa Development Dynamics 2018". Africa has seen a positive growth trajectory over the last two decades and has increased and diversified trade with non-traditional partners. However, this growth has been very volatile, and there is a lot of heterogeneity and over-reliance on export commodities and exposure to commodity price volatility. Although poverty has reduced, particularly for those countries in the HIPC, the absolute number of African living in poverty has increased, making poverty reduction more challenging as the HIPC programme concludes. OECD data shows that productivity is leading to structural transformation and diversification, but this is accompanied by a shift from agricultural labour to non-tradeable services (retail, hotel, restaurant services), rather than to manufacturing as was seen in Asia. This is not sustainable in the long term as services have a smaller absorption capacity, meaning that Africa experiences "premature industrialisation", namely a need to find the jobs for 30 million new entrants. Five megatrends are affecting Africa's development. Shifting wealth patterns, the growth of China, Brazil and India which bring new trade and technology opportunities, the new production revolution – such as agriculture 4.0, demographic dividends / urban transition, and climate change. Most urban population growth will come from intermediary cities rather than megacities; intermediary cities help development because people remain closely connected to their rural networks, but tend to be overlooked by governments. They are foundations of



economic activity and jobs, and it is known that the territorial approach is critical to linking secondary cities with rural areas. OECD is launching research to fill the information gap on intermediary cities.

Jannes Maes, is President of the European Council of Young Farmers (CEJA) and young farmer in Belgium. He provided some background about CEJA whose membership spans 24 different European countries – representing 31 youth farmer organisations and their members. The most important message for farmers is to have structures and to be organised and establish direct lines with policymakers to ensure that their challenges are heard. Also, an honest account of farming is needed, to better understand why they are cautious when it comes to adopting new innovations, as any disruption to their production cycle can come with big risks. Innovation is nevertheless critical to the future of agriculture, whether through digitalisation, plant breeding or new markets. Innovation involves three principles: Research, Development and Implementation (including the framework and the tools). In the case of Africa, the framework would still have to include hard infrastructure. Digital innovation can come in the form of technical improvements or market information, which should be as open source as possible, and which should apply irrespective of the size of the farm. Smallholder farmers also need to be treated as entrepreneurs and business operators. Digital innovation also includes connection to the world, which is important for youth, whether using social media, or by political means. CEJA, and CopaCogeca have created an EU code of conduct for data sharing.



Tom Arnold



Finally, instead of trying to make agriculture attractive to new entrants, it is more important to address the challenges which young people are already facing in the sector.

Tom Arnold, Chairman of the AGRI/DEVCO Task Force Rural Africa (TFRA), concluded the first panel with an update and way forward on the TFRA, which was launched in May and due to finish in December 2018. TFRA will include in its report the key points raised during the Briefing. It analyses how Africa can generate enough jobs for its growing population, and what specific contribution to this goal agriculture, the agri-food sector and rural areas can make. It also asks what contribution Europe can make working in partnership with Africa. Rural job creation will be Africa's leading political challenge in the coming decades, and the agri-food sector should play a key role. The TFRA report looks at the policies needed to maximise job creation in the agri-food and rural sectors but success will depend on progress made on some broader priorities: resolving conflict, building economic and political stability, investing in nutrition, education and health, providing clean energy and power, and protecting natural resources. The TFRA has identified priority policy actions. First, apply territorial approach for economic development and job creation, focusing on intermediate cities and rural investment. Second, support transition in African agriculture, highlighting success factors in countries that have made significant

agricultural transformation. Third, invest in a sustainable African food industry to close the gap in local processing and value addition as most of the growing demand is met by food imports. Fourth, protect and manage Africa's natural resources to ensure sustainable food production and mitigation of climate change. Finally, the TFRA report will propose recommendations that should be adopted in Africa, with the emphasis on building capacity for African youth, and advocating for the agri-food sector and putting rural development at the centre of the Africa-Europe alliance for sustainable investment and jobs. The partnership should operate at three levels – people to people, business to business with emphasis on farmers, FOs and coops, and government to government. EU institutions must show a clear political will if the partnership is to succeed.

During the **Question and Answers** the speakers addressed points raised by the audience. **Jannes Maes** highlighted that members of CEJA have been involved in projects to enable farmer exchanges between Africa and Europe, and to share perspectives on common challenges. **Tom Arnold** explained that in order to transition to high value-added industry in Africa, a long-term sustained vision and policy framework is needed, and for all the various actors contribute to this. This would foster greater collaboration between European and African businesses. African governments could also learn from geographical indicators as a successful approach. **Iman Boot** pointed out that policymakers can

encourage peer-to-peer exchanges in the private sector which promote fairness and development. Big data can also be a source of many unforeseen advancements. **Débisi Àràbà** singled out CTA and the CGIAR Big Data platform as the best reference points on development on big data in agriculture; CGIAR Big Data platform also addresses the various issues including governance, policy and commercialisation. Big data and open data also bring more solutions for environmental problems, and advisory services based on these opportunities are likely to multiply.

Thang Nguyen-Quoc discussed different approaches to partnerships, including new ways of using ODA and engagement such as the ecosystem approach, which encourages the public sector to help finance the building of capacity and to work with larger companies. **Isolina Boto** shared that support by CTA to Africa's farmer organisations in partnership with Agricord and PAFO has led to development of a code of conduct on data governance. Farmers need organisations and multistakeholder platforms to help them leverage their collective capacity and bargaining power. She added that jobs in agri-food and rural areas must be sustainable.

Leonard Mizzi drew in the issues of remittances and crowd funding which are funding businesses and start-ups. He closed by highlighting the constraints faced by young agri-entrepreneurs, and the importance of sharing lessons on how these have been successfully overcome, including for those based in Europe.



Lotta Folkesson

The second panel was moderated by **Michael Hailu**, discussing Lessons learned from successes in farming across ACP and EU regions.

Lotta Folkesson, Chair of the Women's Committee of COPA (Committee of Professional Agricultural Organisations) presented best practices and successes of women farmers in Europe based on her background in rural Sweden, and her experience as the Vice President of the development organisation of Swedish farmers, which operates worldwide. Rural and urban communities must both to have livelihoods – meaning services and infrastructure which are essential to attract the next generation into farming. Gender mainstreaming should be integrated into both the private and public sectors as it has a strong correlation with increased success and better results. The COPA Women's Committee has a vision that one day all gender questions are the responsibility of all COPA members. The main objectives of the Committee are to represent women in agriculture at the European level, propose solutions to the problems they face and liaise with important EU institutions, and work with other stakeholders to promote gender equality in policies. The Committee addresses six main challenges faced by rural and farming women – labour market underrepresentation, skills gap, access to credit and finance, network access constraints, lack of rural facilities and services, and improvement of gender equality policies. Some of the successes from the Committee were shared, including the 5th Edition of the Innovation Award for Women Farms, which showcases the best female entrepreneurs in agriculture and rural



Akin Sawyerr

economies. The Committee also works towards gender equality in the future Common Agricultural Policy, to address issues from land ownership, support for credit and finance, as well as skills and knowledge access, and infrastructure development for women in rural areas. The Committee plans to participate in the UN Committee on the Status of Women in 2019. She concluded by emphasising gender mainstreaming to achieve success in agriculture

Akin Sawyerr co-founded the Agricultural Fresh Produce Growers and Exporters Association of Nigeria (AFGEAN) to address the challenges faced by the horticulture sector in Nigeria, which despite being a leading producer in Sub-Sahara Africa, loses anywhere between 55% and 72% of this produce due to a lack of infrastructure, standards and connectivity. AFGEAN wants to become Nigeria's recognised private standard body for fresh produce and has undertaken a variety of activities to realise this mission, including lobbying and advocacy, PPPs, market analysis for farmers and the sector, organising events to sensitise farmers to the business environment, standards development – with the support of partners such as COLEACP, capacity building and training for stakeholders and partnerships with research and development organisations. Since its founding in 2011, AFGEAN has been open to membership from all horticulture operators, and is a not-for-profit, non-governmental organisation. More should be done to retain youth and existing communities in agriculture and rural areas by ensuring that money from the value chain goes back to the farmers - this is cheaper than trying to recruit youth



Winston Stona

from the city. AFGEAN worked on several key initiatives in 2018. It has set up an online members' network to enable discussions and transactions between members across the value chain, which it hopes to expand to all interested stakeholders. Unused urban spaces such as car parks have been rented in Lagos, which are transformed into AFGEAN Farmer's Markets for farmers to sell produce directly to better paying consumers, and attract personalities who bring visibility to the local produce. AFGEAN is working on a system Farm to Market - Market to Farm retail and payment system, focused on linking gentrified urban consumer markets and hotels, restaurants, etc with farmers selling goods at the quality and in the quantity that is needed. It will exploit underused or unused capacity in the transportation sector, especially for aviation, to get produce from farm to market at a fraction of the time taken by existing means, establish collection, aggregation and distribution centres in key locations.

Winston Stona of the Associated Manufacturers Limited, Jamaica discussed Jamaica Jerk geographical indication (GI) which provides opportunities for agribusiness development through product quality. Mr Stona is an iconic entrepreneur in Jamaica, having co-founded the Busha Browne Company. Jamaican jerk is a hugely popular seasoning made from local herbs and spices. The strategic approach to branding this product builds on the GI recently agreed in Jamaica, which aims to drive consumer awareness, reinforce authenticity, increase processing value and margins for producers, and drive broader social impact through sustainable sourcing.

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Jennifer Bash



Jamaica remains an agrarian society, and the jerk industry based on exports could boost the allspice sector, of which Jamaica is the largest producer, and pepper production. Marketing expertise, brand investment and strong consumer relations are required in order for GIs to succeed. The Jamaica Intellectual Property Office (JIPO), established in 2002, has been instrumental in the development of the GI, creating a manual to sensitize consumers and guide those who are looking to file a GI, as this is still a relatively new IP service. It defines the GI and clarifies the distinction from a trademark and certification marks, as used by Blue Mountain Coffee, particularly how GIs provide stronger protection. JIPO has received support and partnered with various counterparts in Europe on GIs, such as the Swiss Federal Intellectual Office in 2009. Registering a GI involves the applicant identifying a link between the product and the geographical area where it is produced and how this area contributes to the unique and superior qualities of this product – for example, climate, soil and specialised local knowledge. The economic viability of the GI must be assessed through stakeholder engagement to determine the degree of interest in the GI, and the producer association must establish control and enforcement mechanisms. Successful GI applications are published in the Jamaica Gazette, and within two months with no objections, the GI is registered as are the users of the GI.

Jennifer Bash, founder and CEO of Alaska Tanzania Industries Limited, gave the final presentation, looking at new opportunities for innovative

agribusiness in branded food products. Alaska Tanzania was founded in 2011 to add value to locally produced agricultural products across various value chains, and is involved in processing, packaging, marketing and distribution. It was inspired by her realisation Africa produces a lot of primary agro-products, but does little value addition. Alaska Tanzania began by producing eggs which at the time were heavily imported by supermarkets in Tanzania, thus helping local farmers add value to their products. Agriculture value chain transformation not only depends on agribusinesses, but also on policymakers, financial institutions, support from development partners and insurance companies, as well as input suppliers and processors – with farmers at the foundation of the chain. The relationship with the private sector and a favourable environment are important. Strong branding has contributed to the success of Alaska Tanzania, to compete and gain access to key retail outlets, including all major supermarket chains in Tanzania's cities. It is now looking to expand its exports to other African markets and beyond. Alaska Tanzania's success also comes from linking farmers with other value chain players, such as input suppliers. Alaska Tanzania produces rice, sunflower oil and maize flour. Ms Bash supports women-led micro-SMEs, typically food vendors, through the Mama Alaska Trust and the AgriSoko digital platform. AgriSoko will establish an agrifood products marketplace, capturing all the business transactions and data, which members can use to apply for finance. It will also create a bigger marketplace for farmers to

supply their products.

The **Questions and Answers** for the second panel saw the speakers respond to interventions from the floor and online viewers. **Akin Sawyerr** noted that in relation to health and nutrition, a big challenge for local foods is a lack of traceability, so using systems developed by COLEACP, which enable them to be able to find the source of any potential problems, is critical especially for AFGEAN as it establishes itself as a brand. Farmers also need incentives if they are to invest in quality production. Imported goods can pose health risks as often they spend a long time in transit and are treated with preservatives. On popup markets, he agreed that they are able to be more innovative, creating foods with a short shelf life as they are located locally.

Winston Stona explained that the link between growers and agro-processors is very strong, and the Jamaica Bureau of Standards also ensures that products meet standards in the destination markets. Although meeting standards takes time, the company benefits from high exposure it gets to export markets through Jamaica's significant tourism economy. A challenge Busha Browne has faced, and argument in favour of GIs in Jamaica, is the many cases of foreign companies trying to infringe on the trademark and other property rights of the brand. **Jennifer Bash** emphasised the importance of origin labelling on their products. Reaching farmers is a challenge as they are scattered, so Alaska Tanzania partners with NGOs and development partners that run projects creating associations of farmers, meaning the company does



Djamila Henrique, Deuxième Secrétaire,
Ambassade de la République d'Angola



not have to spend scarce resources to access the farmers. This approach benefits development partners who want to link the farmers with the private sector and appreciate that the company will continue working with the farmers even after a project ends. **Lotte Folkesson** observed the need for well-organised, competent and strong farmer organisations to lobby politicians and policymakers who increasingly come from urban backgrounds and are supported by an urban base. Otherwise, the policy environment risks becoming increasingly skewed in favour of urban development at the expense of farmers and the wider rural economy.

Michael Hailu concluded the Briefing by underlining the need for all stakeholders to treat agriculture as a business. If

young people are to be attracted to the sector, opportunities need to exist in markets supported by an enabling environment, infrastructure and policies. The territorial approach will need to be developed, as well as stronger linkages to regional markets, new skills and education programmes, access to finance and new partnerships across the value chains. He thanked all the speakers, diplomatic staff from the ACP and other participants, both at the venue and online. He closed the Briefing by noting that digitalisation and technology can play a transformative role in leapfrogging and attracting youth into the agriculture / agribusinesses sector, and hoped some of the messages from the Briefing would be captured in the report of the Task force rural Africa.

Further information available online:

- Brussels Briefings: www.brusselsbriefings.net
- Reader: <https://bit.ly/2LVuiBw>
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