

#YALILEARNS SESSION FACILITATION GUIDE

AGRIPRENEURSHIP - A PATH TO THE FUTURE



Agripreneurship - A Path to the Future

This guide provides you with a plan for facilitating the YALI Network Online Course, *Agripreneurship - A Path to the Future*. Before you begin to work through this facilitation guide, visit yali.state.gov/learns or look at the [#YALILearns Session Planning Toolkit](#) for step by step instructions on how to plan and organize a facilitated course session.

Timeline: two-hour session plan with multiple activities

Introduction (3 minutes)

Introduce yourself as an interested YALI Network member who wants to start an important conversation about agribusiness and food security in your community. You can explain why you are interested in this subject, what you hope to accomplish, or some background information about yourself. **But remember to keep it short!**

Explain the Structure of the Session (2 minutes)

Give participants your agenda to follow for the session. Walk them through what to expect, including interactive activities, and what you hope this session achieves.

Icebreaker (10 minutes)

Icebreakers are short, group activities that help participants get to know each other and feel more comfortable having conversations. A suggested ice-breaker is below, but you can come up your own. **Just be careful - icebreakers can take a long time, so make sure you're keeping an eye on how much time you've given the groups.**

SIMILARITIES

- Break the participants up into groups of three to four people (adjust according to how large or small your audience is). Ask the participants to find two to three things that all group members have in common (e.g. hobbies, where they are from, number of siblings, work that they are passionate about, etc.)
- Have each group appoint a spokesperson to present those two to three similarities to the whole group.

Before you Watch: Full Group Discussion (15 minutes)

Before you start the first video lesson, lead the audience in a full group discussion using the questions below. Please note that you may not have time to get through all three questions, don't worry there is time for discussion after the video.

- What is the perception of youth and young professionals about careers in agriculture?
- Do youth and young professionals view agriculture work as viable careers? Why or why not?
- Do you know what types of agricultural jobs exist in your country or community? Can you give some examples?

Watch Video (11 minutes)

View lesson one - "Agriculture and Entrepreneurship: Creating a Way Forward" as a group.

Group Activity: Solution Planning (25 minutes)

Split the audience into small groups and assign each group an agricultural challenge.

- **Agricultural challenges:** Post-harvest loss and waste, gender bias in land ownership, lack of access to capital, education and technical training, and insurance against loss.

Give each group 15 minutes to brainstorm solutions for the agricultural challenge they are assigned. Use the remaining 10 minutes to have a spokesperson from each group present their solutions to everyone.

For the remainder of the session, you can choose to facilitate lesson two, - “Investing in Agriculture” or lesson three, “Finding Opportunities Along the Agricultural Value Chain”. (You will not have enough time to facilitate all three lessons in one session).

Watch Video (6-12 minutes)

View either lesson two, - “Finding Opportunities Along the Agricultural Value Chain” or lesson three, “Investing in Agriculture” as a group. This should take between six and twelve minutes depending on which lesson you select.

After you Watch: Full Group Discussion (15 minutes)

After you watch the video lesson, lead the audience in a full group discussion using questions from the applicable discussion guides below. These questions are designed to encourage deeper, more thorough conversations with your participants. You do not need to answer every question, choose two or three questions to focus on.

Go to page 4 to view the discussion questions for “Finding Opportunities Along the Agricultural Value Chain” or go to page 5 to view the discussion questions for “Investing in Agriculture”.

Tip: These questions are designed to promote discussions, not just have one person in a group answer them. Feel free to let your participants keep talking about an issue if there is a productive and healthy conversation happening.

Group Activity (20 minutes)

After the discussion, have your participants break into pairs or small groups and select an activity from the developmental actions section of the applicable discussion guide.

Go to page 4 to view the developmental actions for “Finding Opportunities Along the Agricultural Value Chain” or go to page 5 to view the developmental actions for “Investing in Agriculture”.

Session Wrap-up (5 minutes)

Encourage attendees to learn more about YALIGoesGreen for Agribusiness and to take the full online course to earn a certificate by visiting yali.state.gov/ag! You may also encourage them to sign up for the YALI Network email list if they are not already members. And don't forget to thank all your participants for attending and encourage them to stay in touch after the session ends.



DISCUSSION GUIDE

AGRIPRENEURSHIP: A PATH TO THE FUTURE

Finding Opportunities Along the Agricultural Value Chain

Presenter: Rahama Wright, Founder and CEO, Shea Yeleen Health and Beauty

Lesson Description

Take an in-depth look at the agricultural value chain. Understand the full range of functions along the value chain, opportunities for professionals within the value chain, and new ways technology is being used to add value to agricultural entrepreneurship.

Lesson Objectives

1. Understanding the value chain.
2. Outlining the opportunities for professionals within the value chain.
3. Identifying opportunities for new technologies.

Discussion Questions

1. Thinking about the agricultural products that are cultivated in your country and/or community, can you identify how the products make it from grower to buyer? Can you map the value chain of some of the more popular food products in your country?
2. What are some of the specific activities along the agricultural value chain that could be opportunities for entrepreneurs? Think about the various functions that need to be carried out, including researchers, growers, suppliers, processors, brokers, transporters, wholesalers, manufacturers, packagers, sellers, business managers, accountants, lawyers, technology development and support, etc.
3. After having mapped the value chain and identified opportunities for entrepreneurship, what skills do you think individuals would need to have and improve upon in order to succeed? What kind of financing would be needed? What would be the business model for the opportunity you think best fits your interest and skill set?
4. If you are already involved in the agricultural value chain, how can you increase your competitive advantage?

Developmental Actions

1. Perform a value chain analysis for an agricultural entrepreneurship within your skill set.
2. Identify and reach out to the agricultural stakeholders in your community.
3. Develop a business plan for an activity along the agricultural value chain. Develop and practice a pitch for your business idea.
4. Review the YALI Network Online Course [*Fundamentals of Starting and Running a Business*](#).

About the Presenter

Rahama Wright is President and CEO of the organization Shea Yeleen, which she founded in 2005. Her social enterprise sells fair trade “high-quality, unrefined shea butter products” for natural hair. Shea Yeleen promotes social, economic, and environmental well-being by helping to create “sustainable economic development in rural sub-Saharan Africa, empower and train women-owned shea butter cooperatives, and educate consumers in the U.S. about natural beauty care products and fair trade.” Wright first discovered the shea butter production after interning at the U.S. Embassy in Ouagadougou, Burkina Faso. In 2002, Wright became a Peace Corps volunteer in Mali. Wright has spoken on the issues of African women’s economic and business development at various events including the Goldman Sachs Entrepreneurship Bootcamp, Global Entrepreneurship Summit, Global Diaspora Forum, and the Congressional Black Caucus Conference. Wright uses her enterprise to empower women in rural West Africa by ensuring the profits from Shea Yeleen go back to female cooperatives who develop the products. The company’s direct ties to women shea butter producers ensure that women in Northern Ghana are paid living wages within the value chain. Wright received her degree in International Relations from the State University of New York at Geneseo.



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Investing in Agriculture

Presenter: Anthony Ayebare, Chief Executive Officer, Kanara Maize Farmers Limited and
2018 Mandela Washington Fellow, Uganda

Lesson Description

Learn how to turn your agricultural idea into a business. Understand where to invest your money, how to cultivate a business relationship, and find success in agricultural entrepreneurship.

Lesson Objectives

1. What opportunities exist for agriculture financing.
2. How to access non-traditional financing for agriculture.

Discussion Questions

1. What are the barriers to agricultural financing in your community? What are the specific reasons given with regard to lending and investment? In your experience, at what stage in the development of a business venture are financial institutions or investors more likely to support? What ideas do you have for overcoming these barriers to lending and investment?
2. Can you identify an existing agricultural business that could benefit from added value and increased earnings? Why do you think so? What ideas do you have to help them develop into a more profitable business? What specifically would you do to add value to their business?
3. How would you go about pitching your idea to those already working along the agricultural value chain? What are the pitfalls you would need to avoid?
4. How would you work to improve the skill sets of those working in the agricultural sector in your community? How would you encourage youth and young professionals to take up careers along the agricultural value chain?

Developmental Actions

1. Identify specific ways, with your knowledge and skill set, that you could contribute to the agricultural sector in your country and community. Think about ways you can help build up the capacity of those working in agriculture – such as offering training, assistance in finding partners and investors, modernizing operations, accessing new technologies and tactics, or adding more value to existing enterprises.
2. Identify investors in your community. Talk to them about ways that they can invest in agricultural entrepreneurship. Find out why they are or are not investing and what types of enterprises they find most successful.
3. Identify ways to involve youth and young professionals in agricultural entrepreneurship. Identify specific communication methods to engage youth. Develop a plan to reach out to youth and educate them about careers along the agricultural value chain.

About the Presenter

Anthony Ayebare is a 2018 Mandela Washington Fellow from Kamwenge, Uganda. Ayebare gives back to his country through his company Kanara Maize Farmers Ltd., where he is the CEO. Kanara Maize Farmers Ltd. is a health food company that delivers nutritious maize flour meals in Uganda. Kanara Maize Farmers Ltd. is focused on empowering farmers through maize commerce. Ayebare also transforms subsistence farms into profitable businesses by helping smallholder farmers access good training, affordable capital, quality inputs and better crop prices. Ayebare is passionate about creating social change and food equity, and his company provides consumers with essential vitamins and minerals as a solution to micronutrient deficiencies across the Ugandan population. Ayebare has over eight years of experience in nonprofit leadership with a focus on smallholder farmer empowerment, defending indigenous minority rights, education, health care and community development. He holds a degree in human resource management from Makerere University Business School. Ayebare previously worked as an executive director for Global Batwa Outreach. This position gave him experience in being a social enterprise and community leader.



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