



# “AGRI TALKS”

ZFU YOUNG FARMER NEWSLETTER ISSUE 2

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## Editorial comment

As we take stock of the many successes that we have posted until now, the 2014 Zimbabwe Farmers Union (ZFU) Annual Youths Agripreneurship Summit that drew the participation of young people from across the length and breadth of this country as well as key players in the agriculture industry, notably stands out.

This year’s summit, which is now in its second year running, was held under the theme: From Inspiration to Action, built on the success of the 2013 Summit which provided youths with a platform to explore solutions to break barriers that were inhibiting them from realising their full potential.

Undoubtedly, the summit has evolved to be an exciting event on the calendar, opening a window of opportunity for upstart-agripreneurs and young farmers to share their experiences while interacting with key stakeholders.

Perhaps the story of Ruramiso Mashumba, a successful young farmer from Marondera, offers an insight on our thrust and goal to draw the attention of key stakeholders on the success stories of Young Farmers in Zimbabwe.

The story of Ruramiso, which we shared during the summit, has captured the imagination and attention of many people through various media platforms as YouTube and ZFU Young Farmers Clubs Facebook page which has reached to 3,500 and 13,000 people respectively, before it was eventually picked up by ZBC.

Such is the impact of the Summit.

As the 2014 summit ran, the United Nations Development Program (UNDP) conducted a seminar on: Exploring ICT-led Strategies to Scaling Agribusiness Opportunities and Possible Solutions to Existing Challenges.

We also acknowledge, all players, who continue to contribute in various ways towards making sure that we hold the summit each year.

Thank You!

*Tinashe Kairiza*

## Featured:

**Farming Fussion: ZFU, UNDP in search for ICT’s for Agriculture**



## ZYAS:

Zimbabwe Youth Agripreneurship Summit

## Farming

## Fussion:

Collaboration between the sectors of Farming and ICT’s

## World Café:

Workshop method used for big numbers of participants

# ZFU HOLDS ANNUAL YOUTH AGRIPRENEURSHIP SUMMIT

By Tinashe Kairiza

The Zimbabwe Farmers Union (ZFU) successfully hosted the 2014 Zimbabwe Youth Agripreneurship Summit from the 27<sup>th</sup> of August to 29<sup>th</sup> August under the theme: “From Inspiration to Action” at the Rockwood Spiritual and Pastoral Center in Harare.

This year’s summit, which followed hard in the heels of the 2013 Summit, was primarily meant to catapult the inspiration, zeal and energy of young people into some practical action in the field of agriculture.

At least 140 upstart young farmers convened in Harare for the Summit which also drew the participation of key stakeholders. The participants, all immaculately dressed in t-shirts with a deep blue and green hue, were excited about the summit which presented them with an opportunity to interact and share experiences.

In the keynote address to the summit, USAID Mission Director Melissa Williams emphasized that the annual event presented young people with an opportunity to learn from each other. She said young people should pursue their ambitions, regardless of limited resources.

*“Entrepreneurs start with whatever resources, but with a vision and the motivation to pursue their dreams,”*

*“It is vital to learn from successful and even unsuccessful agripreneurs.”*

Young people, said Williams, have the passion to identify opportunities while they should embrace technology in their business operations, which can positively change the farming landscape.



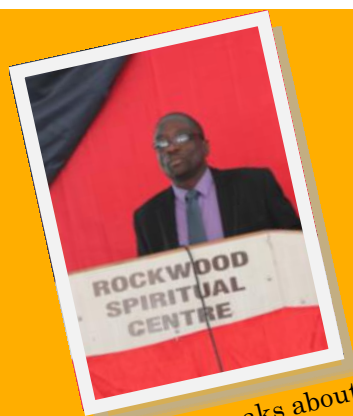
This year’s theme:  
From Inspiration to Action



Presentations of the World  
Café findings



Panellists after the discussion



Mr K. Gweshe speaks about  
the Zim Asset



Ivan Craig, SeedCo



The Young Farmers  
Profiling Project

Pointing in the same direction the “Farming Fussion” facilitated by UNDP during the summit offered exactly these opportunities under the theme: Exploring ICT Led Strategies to Scaling Agribusiness Opportunities and Possible Solutions to Existing Challenges.

Speaking on the same occasion, ZFU President Retired Major Credit Nyathi challenged young people to pursue career opportunities that agriculture presents.

*“The richest place on earth is the graveyard, because you find million and billion dollar ideas that never materialized but perished in human minds.”*

The summit focused on how young people can acquire management skills, resources as well as how they can create robust synergies among themselves.

Through interactive plenary sessions, like a World Café as well as a panel discussion they had the opportunity to share their ideas and get expert opinions.

Among other goals the summits objective is to share success stories of young people in agriculture in order to motivate participants to be proactive as well as maintaining a high degree of persistence to succeed in the sector. Therefore videos of six young farmers were shown during the summit under the ZFU Young Farmers Profiling Project.

Through attending the Harare Agriculture Show the summit provided a platform for young agripreneurs to network and build strong alliances with stakeholders.

The summit achieved its objective to create an atmosphere which fosters business networks and friendships.

To maintain the momentum during the year until the next summit in 2015, the participants defined their personal goals to develop themselves and their communities during an action planning session and concluded the two-days-event with this initiative.



#### **Opening evening of the Zimbabwe Youth Agripreneurship Summit 2014:**

National Youth Coordinator Newton Chari Garikayi, USAID Mission Director Melissa Williams, ZFU President Retired Major Abdul Credit Nyathi, Deputy Head of Mission of the German Embassy Frank Maier, ZFU Executive Director Paul Zakariya, National Youth Secretary Margaret Hoshiki

# Farming Fussion: ZFU, UNDP in search for ICT's for Agriculture

by Charlotte Duevel

Information Communication Technologies (ICT's). What does all this have to do with farming, which conjures cows, pigs, chickens, goats and tractors?

Information to start with is a crucial part for every business. And combining it with innovative communication technologies can make a farmer's life a lot easier.

But how exactly is that supposed to work out and how can one find an application which specifically is designed for what they want?

That was the starting point of a stimulating collaboration between ZFU and UNDP. The United Nations Development Program joined hands with the Zimbabwe Farmers Union's Youth Development Department and conducted a workshop which was integrated into this year's Zimbabwe Youth Agripreneurship Summit.

At least five technology-developers, which UNDP identified and brought along and 25 ZFU Young Farmers sat together in a three hours long session and came up with solutions to their needs. The farmers shared their experiences, highlighting the problems they encounter in their work. To be honest, and who doesn't know about it, there is never just one solution. Therefore it resulted in the development of two mobile phone applications:



*"It is very important for application developers to engage farmers, because it is farmers who know their challenges."*

*Kundai Musarurwa, Young Farmer*



Impressions from the "Farming Fussion"

A basic Record-Keeping-App. Meaning, that the basics, like input, labour, machine costs can be uploaded into the application immediately and be saved there. As soon as there is revenue from selling products this will be put in as well and through the saving function, balance sheets can be produced. The obvious advantage compared to keeping written books is the easy accessibility. Farmers have their cell phone as working tools always with them. Therefore to put it in the app is an easy and time saving work step.

An interactive farmer-platform for the sharing experiences, problems and solutions. This platform would be designed to proffer instant solutions to questions and problems on the farm. Experts as well as other farmers see the questions posed and can directly answer to those, share their experiences, advice and approaches to solve these problems.

*“Such a dialogue, results in more useful and relevant applications.”  
Anesu Freddy, UNDP*

Once developed these two applications enable Young Farmers to enhance the efficiency of running their farming businesses.

The collaboration with UNDP as a partner for sustainable development is an important step for the ZFU Youth Development Department.

Partnerships are a key to achieve development particularly in the field of Agriculture. It is crucial to build maintain these partnerships.

“Farming Fussion” to develop ICT’s for Agriculture tailor-made for the needs of Zimbabwean Young Farmers was just the beginning of a constructive collaboration between ZFU and UNDP as well as various stakeholders in the sector.



Impressions from the “Farming Fussion”





## UPCOMING EVENTS

Young Farmers Day, Bulawayo  
November 2014

Exact date to be announced or ask

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