

Agri-Buzz Centered

Learning, Innovation and Perseverance Pay the Price

AIAR

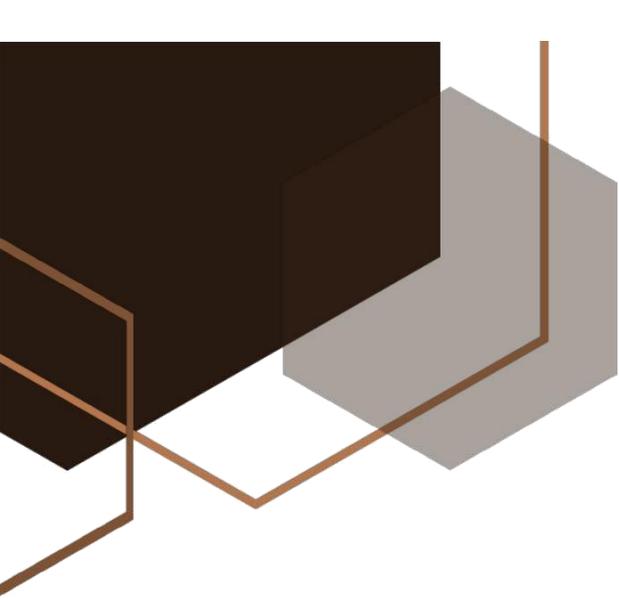
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Research shows that this generation's youth are three times less likely to be unemployed than the current working class. AIAR set out to identify opportunities for agriculture in the Kenyan coastal region, and we realized that youth unemployment in the coastal region can be addressed by the opportunities available in agribusiness. The youth's affinity to technology is shaping the retail space and therefor this can be applied in agribusiness to create employment and advance social cohesion as well as provide solutions to those seeking innovative, industrious ideas. In the coastal region of Kenya crops such as Cashew nuts, Coconuts, Mangoes, Citrus, Bananas and vegetables are produced for export and local markets, proving that the coastal region of Kenya holds great potential in the agribusiness sector. In order to encourage an entrepreneurial culture for the youth in agriculture open the door to agribusiness as a future for youth, we the coastal region can be addressed by the opportunities available in agribusiness. The youth's affinity to technology is shaping the retail space and therefor this can be applied in agribusiness to create employment and advance social cohesion as well as

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provide solutions to those seeking innovative, industrious ideas. In the coastal region of Kenya crops such as Cashew nuts, Coconuts, Mangoes, Citrus, Bananas and vegetables are produced for export and local markets, proving that the coastal region of Kenya holds great potential in the agribusiness sector. In order to encourage an entrepreneurial culture for the youth in agriculture open the door to agribusiness as a future for youth, we helped some youth from Godoma Technical Training Institute (GTII) constitute some ideas to present and carry out. Our objective at African Inception of Agribusiness Research (AIAR) was to identify opportunities for agriculture in the Kenyan coastal region and help establish a skills hub at GTII.

Research shows that majority of chicken feeds in Kenya use omena for protein but this battles with the market's demand of this fish for human consumption, as well as being expensive with no quality assurance.



Through ICIPE and Makerere University's research on the use of black soldier flies for chicken feed, AIAR proposed the production of insects as protein supplements for chicken feed as one of the pilot projects for GTTI. They also proposed production of hibiscus tea and onion powder as their flagship products. In order to showcase their Agribusiness projects at a Technical Vocational Educational Training (TVET) fair, in the coastal region, AIAR provided this driven group of young minds with ideas gathered from indigenous knowledge, including the use of insects for chicken feed. In looking for a sustainable solution to the poor availability, low quality, and the high cost of food, AIAR proposed the production of Hibiscus tea, and in order increase shelf life and make onions more accessible they proposed making onion powder.

A survey was carried out that led to the development of a Skill Hub strategic plan to be established at Godoma Technical Training Institute. The skills hub will foster experiential technical training, business incubation and research in ICT, Agribusiness, Fashion & Beauty, Green TVET/Energy, Confectionaries, Building & Construction. In two weeks the students and staff had successfully adopted the Insects for Chicken Feed idea, production

of hibiscus for tea, and making onion powder as a spice. They developed a structure from plastic buckets that was able to trap black soldier flies from kitchen waste, dead fish etc. for chicken feed. The team also took hibiscus flowers, dried them and submerged them in hot water to make hibiscus tea, as well as peel, slice, dry and crush the onions to form onion powder.

After successfully testing their insect trapping, Hibiscus tea, and formulation of onion powder, the products



during the coast regional TVET fair and placed second in the region!

AIAR played a big role in preparation of the products such as, providing them with inspirational, viable and profitable agribusiness ideas, pitching skills, business development skills, and packaging & branding. AIAR help boost ambition and drive by targeting youth in agribusiness and proving with their incubation for ideas, like with Godoma youth, business ideas can be taken from the mind to the market and is nowhere near impossible.