

RASYOUTH EXPERIENCES & OPPORTUNITIES

GFRAS Youth Working Group Webinar 1



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Minor in Agricultural Communication and Extension

- **Graduated from University of the West-Indies.**
- **Major in Agribusiness, minors in Communication Extension and Entrepreneurship.**
- **First Class Honours and Valedictorian.**



Post-Graduate Studies

What's Next?

**Agricultural
Economics**

**Agriculture
Extension**



MPhil

Agricultural Extension



- **Help Farmers add value to their activity**
- **Work with Young People**
- **Get More people excited about Agriculture**
- **Prove that Extension is a profession, it's relevant and it's a necessity for increased agricultural productivity.**

Training in India: Agricultural Entrepreneurship and Supply Chain Management

➤ **Searching for Added Value**

➤ **Learnt about NGO's that Help Farmers in India**

➤ **Mobile Soil Testing Bus**

➤ **Wrote down the word WHYFARM**



Creativity in AG Extension

- Attractive Messages: Easy to read
- Story telling and story selling
- Using Social Media to sensitize
- Found a way to Reach Youth

Extending AG Extension

Helping Farmers to help themselves is what we do. Because gaining, sharing and extending information is our just due.

Transforming uncertainty to opportunity by reducing their risk is integral to our every day duty.

To improve their yields, with increased productivity which gives greater profitability.

Designing, planning and implementing programmes that improves rural livelihood.

Taking participatory approaches, to benefit male and female ensuring it's sustainable.

Connecting the researcher to the farmer, disseminating technology to the small holder, ensuring that the family farmer is advised about new trends and markets in Agriculture.

Taking it from the bottom to the top and not vice versa.

Ensuring that Farmer2 Extension2 Researcher flow occur Involving key stakeholders through Private- Public and community collaboration.

And delivery of services via decentralization.

Aiming at it being market driven by applying innovation and ICT application.

Engaging the young farmer and entrepreneur communicating that they are the future.

Educating and empowering them to lead the sector.

Sometimes I imagine that I would like to be, living in a world without hunger and poverty

The profession to which I refer play a major role for this to occur.

The Social, Economic, Environmental and financial benefit for rural folk to conquer.

As stated we help farmers to help themselves, without them little food can grow.

AG Extension is the profession to which I refer Improving the Quality of farmers lives is simply our Motto.

Written by Alpha Sennon
Graphic Design by Bruno Chi



The PROBLEM: THE SOLUTION:

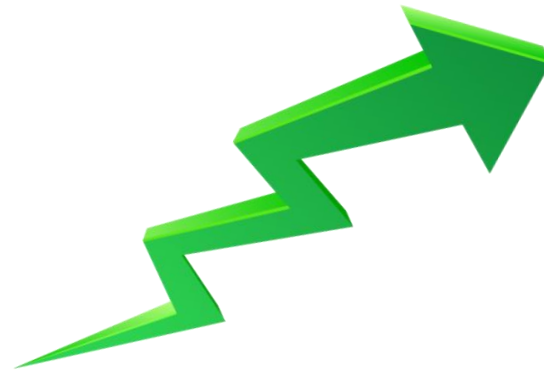
**Creating Youth
Engagement**

**DECLINE IN YOUTH
IN AGRICULTURE**



**Creatively
Engaging Youth**

**INCREASE IN YOUTH
IN AGRICULTURE**



Present Day: 2017



55+



Decease



30



Retired



10+



Professional

**Who Will
Feed 9
Billion
People by
2050?**

Future: 2050

What careers 10 year olds think about?

Engineer

?

Lawyer

Pilot

Doctor

Police

Scientist



Decline in Youth in Agriculture



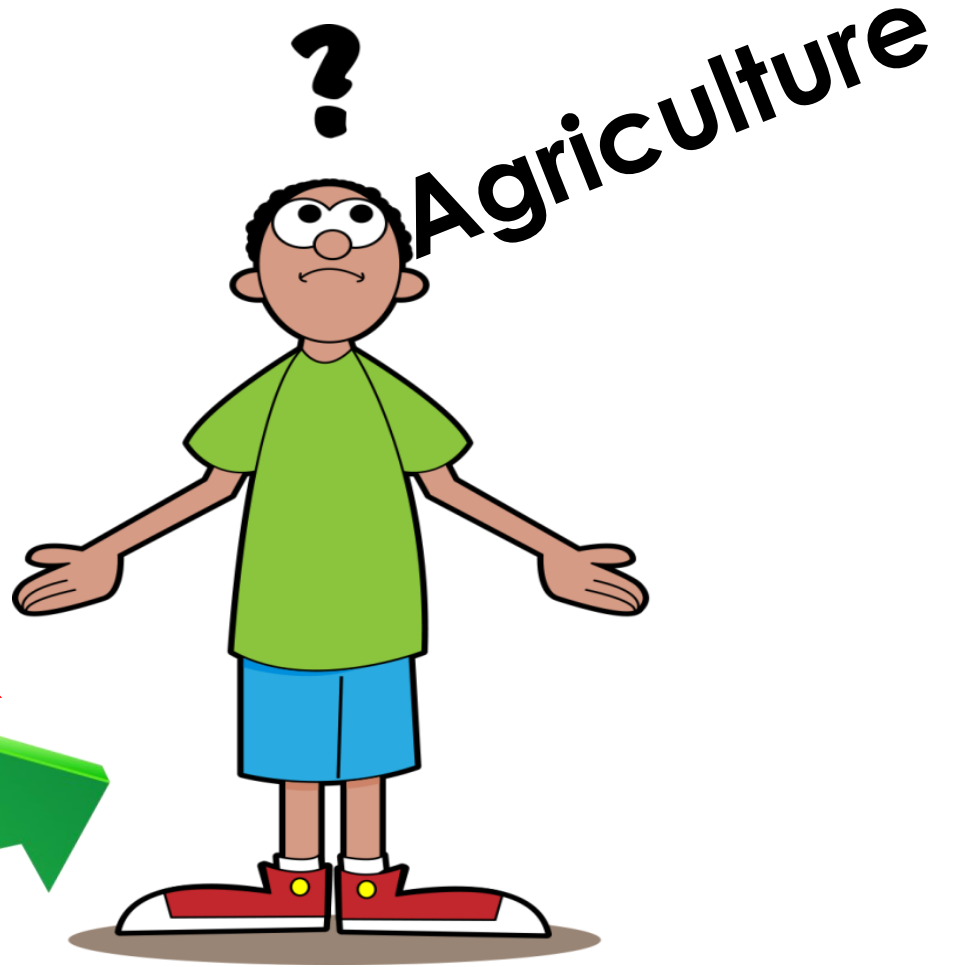
REALLY?

2% OF YOUTH CHOOSE AGRICULTURE

SHOULD WE ALL BE
EATING
INSECTS?



AGRICOOOLTURE



**INCREASE IN YOUTH
IN AGRICULTURE**



EXTENSION FOR KIDS?



CREATIVELY ENGAGING THE YOUTH

Comic Book
AGRIman/Adventures
Comic

Colouring Book
AGRitivity Books

Story Book
Farm Story Books

Poetry

Multi Media
AgriVideos

WHY FARM
Help You-th

AGRI POUI TREE

Emerging from a need to have Agri. stories easy and fun to read, From and for young people indeed Agri Poui Tree was invented Ensuring simple, attractive, cool and creative messages are related Designing story books, colouring books, comics and multimedia through poetry. To blossom and beautify Agri Just as a Poui tree does to its Scenery No other reason but to sensitize and attract our Young **LEADERS** To think about and become our Future **FEEDERS**

Creative
Convenient
Attractive

Simple
Fun
Reader Friendly

AGRI MAN

FOOD & NUTRITION SECURITY
SUPERHERO



GROWING FUTURE
FEEDERS FROM THE
GROUND UP.



HEALTHY
FOOD

PLANT
1 TREE

ZERO
WASTE

EAT
LOCAL





AGRI M A N





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CLOSING KEYNOTE ADDRESS AT TFF SUMMIT



WHAT WE KNOW



INTRODUCING:

AGRI-MAN

FOOD PRODUCTION HERO

GROWING FUTURE FEEDERS FROM THE GROUND UP!



WE FEEL

WHAT WE BELIEVE

WHAT WE FEEL

WHAT WE FEEL

WHAT WE FEEL

WHAT WE BELIEVE

WHAT WE BELIEVE

WHAT WE BELIEVE

WHAT WE BELIEVE

WHAT WE BELIEVE

WHAT WE BELIEVE

WHAT WE KNOW

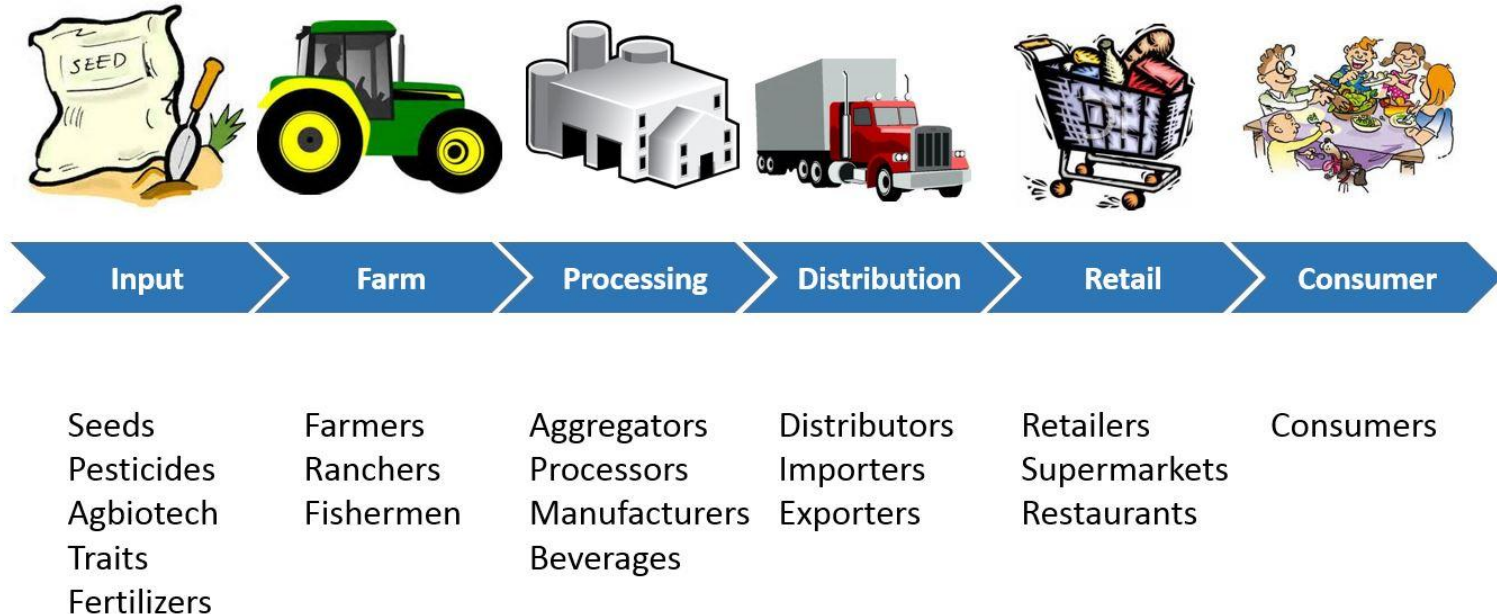
WHAT WE SEE

WHAT WE FEEL

WHAT WE BELIEVE

Opportunities Existing for Extension

Food Value Chain



INNOVATION IN RAS

- Using ICT and Creativity
- Social Media and Story Telling
- Over 700,000 views



Agribusiness TV

Bénin : Le trio d'inventeurs-innovateurs

Agribusiness TV
about 3 months ago · 🌐

Au Bénin, 3 jeunes passionnés de bricolage conçoivent des technologies agricoles et alimentaires diverses. Découvrez leur parcours dans cette vidéo ! #AgribusinessTV

👍❤️🔥 8.8K 9.8K Shares 704K Views

👍 Like 🗨 Comment ➦ Share

Comments Up Next

- Cameroun : Des chips de noix de coco**
Agribusiness TV
112K Views
6:13
- Sénégal : Reconversion étonnante d'un footballeur**
Agribusiness TV
24K Views
4:49
- Illusionist Riana on Asia's Got Talent 2017**
Magiciens Got Talent
335M Views
4:34
- Bénin : La liqueur aux fruits et épices**

Write a comment...

Sargassum Seaweed Product

- RASYute develops his own Fertiliser from waste.
- Helps Farmers increase productivity.



RAS can Strengthen Youth Capacity



YOUTH can STRENGTHEN RAS
CREATIVITY

Find Your Place as a RASYouth

- *Promoting and training youths in Agripreneurship*
- *Financial Advisor to farmers*
- *ICT's eg building APPs to help farmers*
- *Helping Farmers with Value Addition*
- *Designing a record Keeping system for farmers*
- *Design creative Music or drama Productions to teach Farmers*
- *Designing Trainings and Workshops*
- *Design easier systems to sell produce*
- *Nutritional innovations promoting healthy lifestyles*
- *Designing Innovations that's promotes zero wastage*

Join the GFRAS Youth Working Group

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Email: jpcano@up.edu.ph



Lets **YOUTH**ilize Extension
& Beecome a RASYute





THANK YOU!!!



Help us
FEED the
FUTURE!

