



Siaya Youth Agribusiness Strategy (SAYS)

2020-2024

Siaya County

August 2020

FOREWORD

The Department of Agriculture is happy to roll out The Siaya County Youth in Agribusiness strategy (SYAS, 2020). The strategy is a demonstration of the Department's commitment in spearheading multi-dimensional approaches and initiatives to address the challenges currently facing our youth in the agribusiness space. The initiatives in the strategy seek to optimize the inherent strengths and opportunities that the youth present in order to position the youth at the forefront of Agricultural Growth and Transformation.

33% of the population in Siaya County comprises of youth aged between 18-35 years. (KNBS, 2019) The youth form 64% of the labor force in Siaya County and 40 % of this labor force that comprises mainly youth is unemployed. The nature of the County's economy is rural based, majority of the youth engaged in activities which include motorcycle transport, tree nursery, poultry production, sand harvesting, brick making, table banking and HIV/AIDs awareness activities.

The Agriculture sector in Siaya County which contributes 58.5% towards the County Gross product and offers 61% of the employment opportunities has a high potential for creating employment for the youth. The Youth, however, are not finding agriculture profitable because they are in vulnerable employment positions, have little access to credit or social capital, are unlikely to own the land on which they are working and demonstrate inadequate attitude, information, knowledge and skills. Their capacity to effectively and profitably engage in the sector is therefore restricted.

The Siaya Youth in Agribusiness Strategy is designed to leverage on youth innovation, energy and techno savvy inclination, combined with multisectoral players and development partner initiatives to create sustainable and gainful self-employment for the youth through engagement in agribusiness value chains. The impact of youth engagement in agriculture will be evident in increased productivity, income generation and poverty reduction leading to sustainable economic growth.

The Department of Agriculture reaffirms its commitment to creating a conducive and enabling environment for the realization of youth engagement in the sector and I therefore, urge all stakeholders to play their respective roles in ensuring that this strategy is successfully implemented.

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EXECUTIVE SUMMARY

The lack of opportunities for youth translates into a continuing decline in young people's engagement in agribusiness. The Siaya Youth in Agribusiness Strategy 2020-2024 seeks to provide an opportunity for improving the quality of life for the youth in Siaya County through their empowerment and participation in remunerative segments along priority agriculture value chains. It also advocates for creating a supportive social, cultural, economic and political environment that will empower the youth to be active actors in the Siaya county development.

Youth account for 33% of the population in Siaya County. The agriculture sector in Siaya County accounts for 61% of all jobs thereby presenting a huge opportunity for the creation of employment to absorb the youth, namely because 89% of Siaya youths live in the rural areas.

The Strategy provides a mechanism that will support effective implementation, coordination, and monitoring, evaluation and reporting on youth employment enhancement through agri-business interventions. The mechanism will include partnerships with relevant stakeholders and agri-value chain platforms. The Strategy implementation mechanism will be operationalized through enactment of legislative frameworks by the county assembly, establishment of integrated implementation plans and annual action plans: mapping of priority value chains, key actions, indicators, timelines and responsibilities of relevant stakeholders.

The Strategy proposes that the County Government of Siaya allocates adequate resources in the Annual Budget to facilitate its successful implementation. It is also expected that stakeholders will be invited by the Department of Agriculture, Livestock and Fisheries for annual review of the Strategy to realign it with emerging realities. Finally, the Strategy is a credible guide and reference tool for effective development and implementation of employment enhancement of youth in agribusiness and development interventions in Siaya County. The estimated cost of implementation of this strategy will be **KES. 155.083 million** for the five years period of the Strategy.

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ABBREVIATIONS

AEZ	Agro-Ecological Zone
AFC	Agricultural Finance Cooperation
ASDS	Agriculture Sector Development Strategy
ASDSP	Agriculture Sector Development Support Programme
ATDC	Agricultural Technology Development Centre
ATVET	Agricultural Technical Vocational Educational Training
CA	Conservation Agriculture
CAAC	County Agribusiness Advisory Committee
CASCOM	County Agriculture Steering Coordination Committee
CAYSCC	County Agribusiness Youth Strategy Coordination Committee
CBO	Community Based Organisation
CDFs	Constituency Development Fund
CIDP	County Integrated Development Plan
CSIU	County Strategy Implementation Unit
CoG	Council of Governors
CSAYN	Climate Smart Agriculture Youth Network
CSR	Corporate Social Responsibility
DOALF	Department of Agriculture, Livestock and Fisheries
DPs	Development Partners
EAAPP	East African Agricultural Productivity Programme
EWS	Early Warning System
FAO	Food and Agriculture Organization of the United Nations
FBOs	Faith Based Organisations
FSPs	Financial Service Providers
GAP	Good Agricultural Practices
GDP	Gross Domestic Product
ICT	Information communication Technology
IFAD	International Fund for Agricultural Development
JFFLS	Junior Farmer Field and Life Schools
JOUST	Jaramogi Oginga Odinga University of Science and Technology
KALRO	Kenya Agricultural and Livestock Research Organization
KCB	Kenya Commercial Bank
KCSAP	Kenya Climate Smart Agriculture Project
KIE	Kenya Industrial Estates
KIRDI	Kenya Industrial Research Development Institute
LM	Lower Midland I
MoAL&F	Ministry of Agriculture, Livestock and Fisheries
MoPSG&YA	Ministry of Public Service, Gender and Youth Affairs
MoI&ED	Ministry of Industrialization and Enterprise Development

NEET	Not in Education, Training or Employment
NITA	National Industrial Training Authority
PBOs	Public Benefits Organizations
PM&ER	Participatory Monitoring and, Evaluation Reporting
SAYS	Siaya Agribusiness Youth Strategy
SAVIC	Siaya Agri-value Chain Incubation Centre
SIVCAP	Strategic Integrated Value Chain Action Plan
Y&WEF	Youth & Women Enterprise Development Fund

1. INTRODUCTION

Youth account for 36.1% of Kenya's population with 1,000,000 young people entering the labor market annually (KNBS, 2019; Kenya Country Report on Youth Employment, 2014). They offer a dynamic work force that is innovative; have a high uptake of technological know-how and the ability to take on significant levels of risk. The development of agri-food systems can create new on-farm and off-farm jobs in both upstream and downstream of agricultural value chains, and enhance the attractiveness of farm work for the younger generations. Additional jobs can be created in input supply, service provision, aggregation, processing, distribution, and marketing. It is therefore essential to support young people to integrate into agricultural value chains, by facilitating their access to markets, finance, land and other productive resources and services, as well as helping them develop the necessary skills. Different approaches, models and tools have already been tested by various organizations in order to achieve this objective, offering multiple lessons learned for the promotion of youth employment in agricultural value chains

The Agriculture sector presents a huge opportunity for the creation of productive employment to absorb the youth and ensure achievement of food security for future generations. In this regard, the County Government of Siaya and development partners intend to roll out initiatives that optimize the utilization of existing youth potential by contributing to the sector goals of achieving food and nutrition security, income generation, productive employment and wealth creation in Siaya County. To facilitate this process, there is need to map out and profile existing opportunities for youth that are domiciled in key agricultural Value Chain in Siaya County, in line with the Kenya Youth Agribusiness Strategy 2017-2021.

1.1 Justification and Rationale of the Strategy

More than 58% youth in Siaya County are not in employment, education or training (NEET). Youth employment is a top concern for the County Government of Siaya. This is particularly urgent in rural areas where more than 291,616 (89%) of young people in Siaya County are living. Young women and men in rural areas face a lack of productive and decent employment opportunities, food insecurity, economic fragility, which often push them to migrate in search of better opportunities. Beyond unemployment, the main challenge faced by young people in rural areas is widespread underemployment and the low quality of jobs available.

Many young people have a negative image about agriculture as they connect it to physically hard work, and low and unstable incomes. It seems that this image derives from the raw-material production stage of the agricultural value chain. It is of utmost importance to reduce or remove those impressions about agriculture. When the entire value chain is taken into account, there should be more jobs which are physically less demanding and can generate higher and more stable income. Despite a growing number of young job seekers in rural areas, potential employment opportunities in upstream and downstream value chains remain untapped. In order to attract more youth to the agricultural value chain, it is crucial to identify the causes that are making potential opportunities unrecognized.

The Siaya youth in agribusiness strategy is aligned to aspirations captured in the Sustainable Development Goal 8 to “promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all” and that by 2030, substantially reduce the proportion of youth with NEET status; and, develop and operationalize a global strategy for youth employment. Similarly, the strategy is anchored on the ILO Centenary Declaration for the Future of Work (June 2019) that governments adopted to direct efforts to, inter alia, “developing effective policies aimed at generating full, productive and freely chosen employment and decent work opportunities for all, and in particular facilitating the transition from education and training to work, with an emphasis on the effective integration of young people into the world of work”. The strategy is further premised on the framework spelt out in the Kenya National Youth Agribusiness Strategy (2017).

This strategy document outlines strategies and tools for decent youth employment creation by harnessing the potential of agricultural value chains in Siaya County. Specifically, the strategy analyses hindrances for youth to find decent employment opportunities along value chains and to develop their own agri-preneurial activities; analyses approaches to creating employment; and to lay out implementable activities and to identify local institutions for partnership to foster the creation of agri-employment opportunities.

2.0 Situation Analysis in Siaya County

Siaya County is characterized by a rapidly growing population estimated at 993,165, high population density (410 Km⁻²), water scarcity, falling food and fisheries production, and environmental degradation (KNBS, 2019). The combined effects of climate change and rapid population growth are increasing food insecurity, environmental degradation, and high poverty levels (47.56% compared to 43.37% at the national level). More than 90% of the population in Siaya County live in rural areas (KNBS, 2019). Subsistence agriculture is the main source of livelihood in the County, contributing about 60% of the household income and providing almost 61% of all employment opportunities (CIAT, 2017). Poverty rates are higher in rural than in urban areas, standing at 58% and 38% respectively (GoK, 2013). The mean annual on-farm income earned by households in Siaya County is KES 31,961 with crop sources contributing an average of KES 20,352 while livestock sources contribute an average of KES 19,000. Among the food crops, sorghum and beans are sold by 87.6 and 35.5% of the households respectively (GoK, 2014).

2.1 Agriculture in Siaya County

Siaya County has a land area of 253,000 ha and a water area of 100,500 ha. The arable land is 200,000 ha, representing about 80% of the total County area. The area dedicated to food crops is 150,300 ha while for cash crops it is only 2,500 ha (75.2% and 1.25% of the total agricultural land respectively). The rest of the land is either unutilized or underutilized. The enormous water resources include Lake Victoria, Lake Kanyaboli, River Yala and River Nzoia which form

28.4% of the total County’s surface area while the arable land constitutes 81.4% of the land mass.

The main agro-ecological zones (AEZ) in Siaya County fall under lower midland zones (LM) ranging from LM1 to LM5 with pockets of upper midland zones which have a high agricultural potential¹.

Table 1: Agro-ecological zones (AEZ) in Siaya County

Agro-ecological zones (AEZ)	Altitude (m)	Annual Mean Temperatures	Annual Average Rainfall	60% Reliability of rainfall (mm)	
				Long rains	Short rains
Lower Midlands (LM1)	1300- 1500	21.8-20.9°C	1500-1900 mm		
Lower Midlands (LM2)	1,337 -1,457	22.3-21.5°C	1400 -1600 mm		
Lower Midlands (LM3)	1160 - 1350	22.7-22.0°C.	1020-1390 mm	250-350	250 - 350
Lower Midlands (LM4)	1160 - 1280	22.7-22.3°C	890-1020 mm	220-350	250 -350
Lower Midlands (LM5)	790 -1220	24.0- 21.6	650 – 750 mm	180- 300	200 -300

Source: GoK (2017)

The Lower Midlands (LM1-3) are sub-humid and humid zones with reliable precipitation. Areas under LM5 are found in the lower parts of the County around the shores of Lake Victoria. Both LM4 and LM5 are semi-humid, semi-dry lower midland zones classified as marginal cotton and livestock/millet zones respectively. The predominant soil type is ferralsol. Its fertility ranges from moderate to low with most soils being unable to produce without the use of organic, inorganic, or in most cases both types of fertilizers. The soils are therefore degraded, have poor moisture retention and are of poor quality with nutrients severely depleted hence of low productivity. Black cotton soils, loams and red volcanic soils are also found in some areas of the County.

The average farm size for small-scale farmers ranges from 1.02 to 3 ha and varies between sub-Counties. The average farm size for large-scale farms is approximately 7 ha. About 35% of the farmers own title deeds in the County (GoK, 2013). The most common land tenure is ownership without a formal title (59.8%) followed by ownership with formal titles (30.7%).

2.2.1 Priority Agricultural Value Chain Commodities in Siaya County

There is a broad diversity of agricultural production systems in Siaya County. Various value chains have been prioritized for development interventions by different government organizations and programs, such as the ASDSP, the Kenya Agricultural and Livestock Research

¹ Jaetzold R., Schmidt H., Hornetz B. & Shisanya C. 2010. Farm Management Handbook of Kenya. Gesellschaft für Internationale Zusammenarbeit, vol. 2. Brookpak Printing & Supplies, Nairobi, Kenya.

Organization (KALRO) and University of Nairobi survey, and the Kenya Agricultural Productivity Program (KAPP).

Table 2: Major value chain commodities (VCCs)

S/No	Value Chain	Market Demand Value (Ksh) per Year	Market Supply Value (Ksh) per Year	Business Deficit Value (Ksh) per Year
1.	Poultry	2.38 Billion	1.02 Billion	1.366 Billion
2.	Fish	4.9 Billion	33.61Million	4.61Billion
3.	Vegetables			
	i. Tomato	313 Million	294 million	19Million
	ii. Local Vegetables	9 Million	5.5Million	3.5Million
	iii. Kales	20 Million	15 Million	5 Million

Source: ASDSP II SIVCAP report 2019 and National Farmers Service report 2019

The County has several micro, small and medium scale industries which cut across the various agriculture value chains, whereby some are dormant while others are operating below their designated capacity. This applies mainly to the sub-sectors of fruits and fresh produce; poultry; cattle; dairy; fish; and agro-processing industries; among others (see Annex and *Agricultural Assets Inventory Report [ASDSP]''*).

There are also agribusiness support enterprises such as equipment and machinery fabricators; agricultural and livestock management services; financial and insurance services; transporters and logistics firms; ATVET centers, County Government incubators and business development support services.

It is worth noting that the majority of these industries deal with agro-based value addition and are privately owned. In addition to being a source of employment to members of the community and residents of Siaya County, these industries play a vital role in the provision of goods and services

To create employment opportunities for young men and women, it is crucial that greater efforts are initiated to ‘scale-up’ activities such as processing, branding, quality certification and accreditation, as well as farm level quality improvements that increase the market value of primary products. One way of addressing these challenges is to grow value chain enterprises with strong commercial orientation.

Developing a thriving agribusiness requires a strong financial service sector. In Siaya County, financial services are provided by both bank and non-bank institutions. These consist of banks, microfinance institutions, cooperative societies and other non-financials such as mobile money, “merry-go-round”, table banking, and *chamas* amongst others. Financial institutions found in Siaya are: Kenya Commercial Bank (KCB), Cooperative Bank of Kenya (Coop), Equity Bank, Kenya Women Finance Trust, and AFC among others (see Annex). There are 247 cooperative societies in the county out of which 168 are active, making them key players in the financial market. These financial institutions provide business advisory and financial services. In terms of

mentorship, coaching and training a number of organizations both private and public are well positioned to offer this valuable service to youths in agribusiness. They include KIE, Youth Enterprise Fund, JOOUST and Siaya Agri-value Chain Incubation Centre (SAVIC). However, low capacity or/and resources, lack of financial literacy, and poorly developed commodity value chains make it difficult for youth to fully realize their potential and to access the opportunities available.

2.3 Youth Employment Prospects in Agriculture Sector in Siaya County

There are currently 327,658 young people aged 15-35 in Siaya county, of which around 53% are female and 47% are male (KNBS, 2019). After children, the youth population forms the main significant group in the county's population structure. The age cohort 15-34 constitutes about 33% of the total population in Siaya County corresponding to 327,658 people while the age cohort 18-34 constitute 25% corresponding to 250,795 people (KNBS, 2019). Furthermore, around 41% of the population in Siaya is below 14. Over the next 10 years, most of them will reach the working age and a large part of these young people (88%) will be living in rural areas, where most of them will seek their first job. They may however face great difficulties in finding decent and productive employment in rural areas because the employment opportunities available outside agriculture are very limited.

In view of these dynamics, there is need to invest in key sectors of the economy with potential to create decent employment opportunities harnessing this potential demographic dividend. To meet this demand, new employment opportunities must be created annually in the County. 61% of the economic sector in Siaya is related to agriculture. While this offers enormous potential for employment opportunities, the importance of youth employment in agribusiness is currently underestimated and hence remains untapped. Integrated policy and strategy instrument that promote youth participation in agribusiness would make sense and offer combined benefits for sustainable development in Siaya County.

Table 3: Youth population in Siaya County

Age	Male	Female	Total
County Population	471,669	521,496	993,165
15	13,959	13,480	27,439
16	12,378	12,366	24,744
17	12,639	12,041	24,680
18	9,970	9,733	19,703
19	10,360	10,456	20,816
20-24	36,412	43,237	79,649
25-29	28,810	36,496	65,306
30-34	29,232	36,089	65,321
TOTAL	153,760	173,898	327,658

Source: KNBS, 2019.

2.3 Challenges that Hinder Effective Youth Participation in Agricultural Sector

Although there should be a large variety of employment opportunities throughout the value chain in Siaya county, it appears that many of them are unrecognized or underutilized. The following analyses present the major challenges to and causes of rural youth unemployment.

2.3.1 Negative perception and attitude to agribusiness

In spite of the fact that the largest proportion of young people in Siaya county come from rural areas where underemployment is widespread and available jobs are considered low quality, most young people consider agriculture to be unattractive due to the limited access to land, low returns and lack of a market-led approach in the agricultural sector. In addition, most rural youth are typically employed on a casual and seasonal basis or as unskilled workers. Young people tend to have negative images about agriculture due to the physical drudgery nature of traditional agricultural practices in rural area as well as low and unstable seasonal income. Inadequate information on the available opportunities along the value chain, both farm and non-farm, exacerbate this negative perception among youths. Scrapping of agriculture from primary school syllabus, the dearth of agriculture clubs perhaps even discouraged parents and teachers may negatively impact on youths, thereby playing a major role in creating further negative attitude.

2.3.2 Inefficient/Ineffective Linkages among Value Chain Actors

One of the major reasons for the invisibility of potential employment opportunities within other stages of the value chain, beyond the production stage, is that value chain actors have not been effectively linked with the prior/next-level actors. In other words, forward and backward linkages have not yet been well established, which is likely to hamper the value chain actors from expanding their businesses and increasing employment opportunities. For example, a local agro-processing enterprise would never expand the business unless 1) a stable supply of raw materials meeting the quality standards is ensured (backward linkage) and 2) the local enterprise finds a reliable market which can purchase the processed products based on the decent business relationship (forward linkage).

2.3.3 Limited skills and access to financial services

A large proportion of the youth has limited access to agricultural training, information and cutting-edge technologies. Where innovation opportunities are available, affordability remains a constraint. Further, agriculture is not an examinable subject in primary school therefore creating a lack of interest amongst students and teachers. Low exposure to practical skills and limited opportunities in internships and mentorships also contribute to lack of skills.

Viable agribusiness initiatives require capital investment and insurance as a necessity. Agriculture is considered risky by financiers due to its high vulnerability to external shocks including extreme weather events, pest, and diseases and its nature of seasonality. Insurance programs in agriculture are not well developed, yet insurance and credit usually go hand-in-hand to reduce possible lending risks for financial institutions.

However, available products don't target youth appropriately and are not easily accessible. In addition, formal financial service providers perceive lending to youth as risky because of their weak financial capacity, lack of collateral, poor saving culture, minimal financial track records, and lack of education that did not equip them with financial literacy. The majority of youth often do not possess experience in agriculture, making it difficult for them to engage in contract farming, which might otherwise be a valuable strategy for securing credit. Other challenges include: limited access to credit as a result of lack of collateral, high cost of credit, risky nature of agriculture, limited access to banking institutions in some areas reluctance to exploit the available credit facilities due to uncertainties and low level of awareness as well as limited insurance to mitigate against risks in agricultural enterprises.

2.3.4 Underdeveloped Social Capital (Social Infrastructure)

Moreover, ineffective and inefficient value chain mechanisms can be attributed to the underdeveloped social capital² in rural areas. Specifically, business-related information networks (e.g. price/market information, product quality standards, etc.) have not been constructed yet;

² "Social capital" is a form of economic and cultural capital in which social networks are central.

many of the producers' organizations (e.g. women's self-help groups, youth groups, food-processing groups, etc.) are not formalized. Those that are formalized (e.g. cooperatives, union, SMEs, etc.) often have limited business capacity as most rural organizations lack a sustainable management system; access to opportunities for training. Further capacity development is also limited because of the lack of information and/or the lack of capacity of training institutions, etc. Depending on the business, it could be difficult for agriculture-related SMEs to receive loans from financial service institutions because commercial banks are reluctant to lend money to them due to the nature of agriculture, which tends to be influenced by uncontrollable factors like weather. Without loans however, it would be difficult to make further investment. In addition, the fragile business management system (e.g. financial management, supply-chain management, marketing, etc.) is another factor making it challenging for SMEs to expand their businesses.

2.3.5 Weak “Cottage Industry” and Limited Value Addition

To reduce post-harvest loss, farmers and rural organizations are engaged in food processing, one of the forms of value addition. In reality, however, small-scale processing businesses, the so-called “cottage industry,” tend to remain stagnant without generating sufficient profits to cover the operating cost. Until the majority of local small-scale processing groups/enterprises prove that food processing can be a lucrative business, most of them will remain “invisible” for youth.

Besides food processing, there are other kinds of small agribusinesses in rural areas. Even though some of the agribusinesses are profitable enough to attract young people, the majority of rural youth are not equipped with appropriate knowledge and skills required for these jobs. Further, most agricultural produce is either sold in its raw form in the local markets without further processing and/or without any form of value addition like packaging which results in denying the industry jobs and revenue that could be generated from further processing.

2.3.6 Lack of Entrepreneurship Support

Some young people prefer to be self-employed, while others prefer to be employed. Even if they would like to start a small business with locally available resources, they rarely have enough capital to start with or access financial services, or appropriate knowledge and skills about business management. The lack of business start-up support explains why the majority of youth are hesitant to venture into entrepreneurship development. Fledgling businesses started by youth in agribusiness often fail due to lack of a support system and fall back plans.

2.3.7 Inadequate policies to support youth in agri-preneurship

The County currently lacks an explicit framework outlining its engagement with the youths, which will enhance and guide their participation in agricultural development. The policies that are in place do not adequately address the issues of youth in agriculture. Lack of sufficient youth participation in policy dialogue makes the developed strategies less responsive to the unique needs of the youth. In situations where policies exist, there are some cultural barriers that hinder productive involvement of youth in agribusiness.

2.3.8 Cross cutting challenges - Alcohol and Drug Abuse (ADA), HIV & AIDs, Gender disparities, Cultural barriers, Disability, Governance and value systems

2.3.8.1 Alcohol, Drug Abuse and HIV and AIDS

In the agricultural sector, it is acknowledged that good human health is an important factor of production as it affects productivity of labor force in the different economic enterprises. Alcohol and Drug abuse and other health challenges prevent adequate engagement of youth in agricultural development. Mitigation measures stipulated in the ADA Policy have not been effectively implemented.

Alcohol and Drug Abuse, HIV& AIDs and other health challenges significantly affect youth engagement in the sector due to:

- Loss of labor, knowledge and skills
- Wastage, loss and diversion of productive capital
- Low production and productivity
- Delinquent behavior that may lead to crime and accidents
- Stigma and trauma of infected and affected
- Early pregnancies
- Poor access to youth friendly health services
- Diversion of household resources to treatment and care

2.3.8.2 Gender inequalities and Cultural barriers

Gender inequality holds back economic and agricultural development. It is therefore critical to address social-cultural constraints, gender norms and relations in order to promote equitable participation and create an enabling environment for engagement in agriculture.

The main constraints inhibiting gender equality in agriculture include:

- Disparities in accessing, controlling and utilizing factors of production
- Disparities in roles and gender norms that inhibit equal participation in agricultural activities and family incomes
- Low empowerment of young women to take up decision making roles
- Gender blind planning

2.3.8.3 Disability

Youth with disability often face marginalization and severe social, economic and civic disparities as compared to those without disabilities due to many factors ranging from stigma to inaccessible environments. It is essential to ensure all youth have equal opportunities to become productive and contributing members of their societies and enjoy rights and privileges of citizenship. The following constraints limit the participation of youth with disabilities in the sector:

- Insufficient appropriate technologies targeting youth with disabilities
- Limited visibility and uptake of agricultural technologies for persons with disabilities
- Limited resources for acquisition of technologies and low capacity for their use

2.3.8.4 Weak governance and value system

Weak Governance, poor organizational skills and inadequate financial management skills amongst the youth remain a challenge to youth agri-entrepreneurship. Weak value systems make youth prone to management malpractices including corruption. The desire for quick returns often leads to poor decision making and inability to grow and nurture agricultural enterprises.

2.4 Economic Livelihood Opportunities for Youth in Siaya County

Although there are a large number of challenges youth face in the agricultural value chains, those challenges could be turned into business opportunities. In the process of addressing the aforementioned challenges, various interventions might be adopted. Those interventions, which intend to solve the problems, could also function as catalysts to create and/or promote employment opportunities for rural youth. For instance, the introduction of mechanization services to reduce physically hard work will create jobs for machine operators. Another example is that connecting youth farmer groups with agro-processing enterprises to ensure a ready market for the group and guarantee stable raw-material supply for the enterprise will contribute to enhance both businesses, constructing a win-win relationship between the two parties. Thus, challenges have significant potential for being transformed into wage/self-employment creation.

In view of the above, there is consensus amongst the agriculture sector stakeholders, led by the County Government, to reposition youth at the forefront of agricultural development for current and future prosperity of the sector. The County Government, together with the sector stakeholders, has therefore prioritized **poultry, fish and vegetables value chain enterprises**, owing to their strong commercial orientation twinned to supportive technologies and inclusive institutions; to address these initiatives of youth in agribusiness and socio-economic development in general.

2.4.1 Youth Empowerment Initiatives in Siaya County

Various organizations in Siaya County are actively implementing projects/programs that are geared towards increasing the participation of youths in agribusiness. The table below shows these organizations and the value chains they are promoting in Siaya County.

Table 4: Organizations and Supported Value Chains in Siaya County

S/No.	Organization	Value Chains	Support Areas	Areas of Youth Involvement
1	ASDSP	Fish	Capacity building and functional linkages	<ul style="list-style-type: none"> ▪ Pond design and construction ▪ Net knitting and repairs ▪ Fish transportation ▪ Cage fabrication, installation and management ▪ Supply of feeds and ingredients ▪ Fish processing/ value addition ▪ Trade ▪ Hatchery
		Indigenous Chicken	Capacity building and functional	<ul style="list-style-type: none"> ▪ Feeds and input supplies ▪ Veterinary services

			linkages	<ul style="list-style-type: none"> ▪ Day-Old-Chicks production ▪ Brooding services ▪ Pullet production ▪ Transport ▪ Trade ▪ Processing ▪ Table bird production
		Mango	Capacity building and functional linkages	<ul style="list-style-type: none"> ▪ Rootstock production ▪ Nursery seedling production ▪ Pest and disease management services ▪ Orchard management services ▪ Supply of inputs/ i.e. pesticides/pheromone traps ▪ Trade ▪ Aggregation ▪ Transport ▪ Mango processing
2	World Vision	Tree Seedling	Capacity building Provision of material support	<ul style="list-style-type: none"> ▪ Tree seedlings ▪ Environment clubs/environment ambassadors
		Dairy Production	Capacity building Provision of material support	<ul style="list-style-type: none"> ▪ Fodder production ▪ Feed formulation ▪ Farm structures construction ▪ Bulking and transportation of milk ▪ Milk processing
		Bee Keeping	Capacity building Provision of material support	<ul style="list-style-type: none"> ▪ Apiary management ▪ Honey harvesting and processing ▪ Fabrication of bee management equipment ▪ Trade
		Vegetable Production	Capacity building and Provision of vertical bags	<ul style="list-style-type: none"> ▪ Vegetables production ▪ Processing of vegetables ▪ Marketing of vegetables ▪ Vegetable Seedlings production ▪ Pests and disease management services
		Value addition in Mango	Capacity building Provision of material support	<ul style="list-style-type: none"> ▪ Transportation ▪ Processing and marketing of mango products
		Value Addition in Groundnuts	Capacity building Provision of material support	<ul style="list-style-type: none"> ▪ Processing and Marketing of peanut butter ▪ Transportation
3	Department of Agriculture	Poultry Horticulture	Capacity building Linkages to Enterprise Fund mentorship, training and research	<ul style="list-style-type: none"> ▪ Horticultural crops seedling production (tomatoes, dhania, onions etc) ▪ Day old chicks' production ▪ Feeds formulation ▪ Pests and disease management services

4	Youth Development Enterprise Fund	All value chains i.e Poultry, apiculture, aquaculture, Horticulture, animal feed milling	Capacity building Provision of loans/credit	<ul style="list-style-type: none"> ▪ Seedlings production ▪ Feeds formulation ▪ Agricultural equipment fabrication ▪ Table bird production ▪ Pests and disease management services ▪ Agricultural trade
5	GIZ	Sweet potato Dairy	Capacity building Financial Support Peer to peer youth training	<ul style="list-style-type: none"> ▪ Peer to peer youth training (Agricultural Service Providers) ▪ Commercial of sweet potato vines production ▪ Aggregation and marketing of sweet potatoes ▪ Processing of sweet potatoes ▪ Fodder production and conservation ▪ Transportation
6	ACE Africa	Fruits Fish Pigs Vegetables	Capacity building Provision of material support	<ul style="list-style-type: none"> ▪ Ace fruit tree clubs ▪ Marketing of vegetables ▪ Fish production and management ▪ Promotion of solar energy technologies (for irrigation)
7	FAO	Poultry Mango Avocado Fish (aquaculture)	Capacity building Provision of material support Policy dialogue and advocacy support	<ul style="list-style-type: none"> ▪ TBC

Notes:

- Synergetic positioning of the initiatives for optimization of the opportunities and initiatives
- Rationalization and mapping of the opportunities as per their suitability's/viabilities with regard to regions, ecology, etc. The implementation of the value chains did not take into consideration suitability analysis for placement of value chains in areas they have comparative advantage.

Gaps

The gaps and their interventions are outlined in the proceeding chapter

3. STRATEGIC ISSUES AND INTERVENTIONS

Apart from the Strategy implementation plan, the Participatory Monitoring and Evaluation Reporting (PM&ER) will be an integral component of this strategy. The system is required to outline key indicators (process/activities, output and outcome) that will be used in monitoring and evaluating the impact(s). This will involve the use of baseline data to monitor against indicators and prepare periodic reports as required and that data analysis and communication of results give the information needed by decision-makers. This is as outlined in the table below.

Table 5: Strategic Issues and Interventions

<i>Strategic Objective</i>	<i>Strategic Interventions</i>	<i>Strategic Activities</i>	<i>Output/Target</i>
Strategic Issue 1: Negative perceptions to agricultural activities due to perceived low returns which are not immediate, drudgery nature, and risks associated with it			
To transform the mind-set and perceptions of the youth towards Agribusiness	1. Institutionalization of Siaya Youth in agribusiness platform	<ul style="list-style-type: none"> i. Mobilization, registration of platform ii. Capacity building on governance iii. Knowledge generation on youth engagement in agribusiness iv. Information, education and communication on matters of youth in agribusiness v. Promote use of local youth champions in county websites, adverts to promote positive image of agriculture 	<ul style="list-style-type: none"> ▪ 5,000 youth mobilized (50% of which are young women) ▪ Participatory assessment of youth engagement in the agrifood system conducted with a representative sample of Siaya youth ▪ 150 youth groups (3000 individuals) capacity built on governance ▪ Quarterly newsletter showcasing success stories ▪ Real time database of youth in agribusiness ▪ Annual award scheme for youth champion in agribusiness, which will act as mentors of other youth
	2. Implement a business oriented model targeting agricultural clubs in schools	<ul style="list-style-type: none"> i. Recruit schools ii. Capacity building on tested business models(JFFLS, MAFANS, Ace Africa) iii. County launch and implementation 	<ul style="list-style-type: none"> ▪ 30 schools recruited per year (1 per ward) ▪ 30 teachers and 30 ward staff capacity built on the model ▪ 1 county launch ▪ 3600 pupils/students reached 50% of which young women
Strategic Issue 2: Large population of youth have inadequate skills, knowledge and information			
To equip youth with appropriate agribusiness skills, knowledge and information	1. Develop and implement agri-based industrial skills and facilitate youth access to knowledge services	<ul style="list-style-type: none"> i. Spearhead implementation of youth agribusiness internships and mentorship programs; ATVET; incubation ii. Leverage on digital transformation for extension services to support a modern youth-inclusive agricultural advisory services models 	<ul style="list-style-type: none"> ▪ Quarterly training, coaching and mentorship sessions ▪ 60 youth attached and mentored by practicing agri-preneurs (biannually) ▪ Graduate 30 incubates per year from SAVIC

		ii. Operationalize an inclusive County result based monitoring and evaluation framework	<ul style="list-style-type: none"> ▪ Equip 1 ATVET Centre per sub-county to be a Centre of excellence for agri-prenurship and technology development ▪ 100 ATVET graduates per year ▪ Siaya County digital platform for youth in agribusiness developed and implemented ensuring accessibility to last-mile youth ▪ 1 county RBME operationalized
	2. Provide support for business formalization and social sustainability	iv. Contents developed and disseminated on social sustainability aspects in business (decent work, gender equality, meeting people’s food & nutrition needs, etc.) v. Coaching and advisory services provided to youth on aspects of formalization, labour standards, Occupational Safety and Health issues, etc.	<ul style="list-style-type: none"> ▪ 300 Young Agripreneurs and ATVET graduates trained on social sustainability aspects ▪ 50 youth agri-businesses supported to formalize annually
Strategic Issue 3: Limited access to financial services			
To enhance access to affordable and youth friendly financial services for agri-prenurship	1. Implement youth friendly financial products and financial models to ensure success	i. Capacity building on financial (including digital) literacy ii. Establishment of saving youth clubs (SACCOs) iii. Facilitate linkages to Financial Service Providers (FSPs)	<ul style="list-style-type: none"> ▪ 150 youth groups capacity built ▪ 100 youth groups linked to FSPs
	2. Provide guarantee, insurance or off-take programs support for the development of agricultural youth fund	Develop county agricultural youth fund policy	One agricultural youth fund policy developed and implemented
Strategic Issue 4: Limited access to land for agribusiness			
To enhance access and sustainable use of land for the youth in agribusiness	1. Develop and implement appropriate land lease instruments especially for public land within public institutions tailored for the youth agri-prenurs	i. Develop and implement appropriate land lease instruments, which are tailored for the youth and gender-sensitive	At least 1 gender-sensitive public land lease instrument developed.

	2. Promote innovative and greener farming practices (CA, Agro-forestry, irrigation, cage fishing,) that optimize land use	i. Capacity building on innovative and greener farming practices that optimize land use	60% of enrolled youths participate in high margin value chains in Siaya count
Strategic Issues 5: Limited uptake of agricultural innovations and technologies			
To improve uptake and generation of appropriate agricultural innovations and technologies	1. Promote and disseminate appropriate agricultural innovations and technology to last-mile users	i. Capacity building on appropriate and greener agricultural innovation and technologies ii. Dissemination and utilization of appropriate and greener agricultural innovation and technologies that are responsive to the needs of youth, women and persons with disabilities	Innovations and technologies for 3000 youth promoted and disseminated
	2. Establish sub-county incubation and ICT centre for development of innovation and technologies	i. Carry out feasibility study on establishment of one incubation and ICT centre per sub-county ii. Mobilize resources and partnerships to establish the tech lab and one ICT centre	Incubation and ICT centre for development of innovation and technologies established
Strategic Issues 6: Low levels of value addition			
To enhance youth engagement in value addition	1. Provide supporting services, incentives and infrastructure for value addition (Use of the existing agro- processing plants under PPP with the youths) 2. Lease/rent government equipment for youth agri-preneurs	i. Undertake agro value chain analysis to determine potential products and value addition opportunities that the youth can easily engage in ii. Develop youth-centred value chain upgrading strategies for the prioritized value chains, and identify options for public-private-partnerships (PPP) to implement them iii. Build the capacity of the youth to carry out value addition iv. Equip and operationalize existing agro-processing facilities to enhance value addition and processing	<ul style="list-style-type: none"> ▪ 200 youth engaged in value addition supported 50% Of whom are young women ▪ 150 youth incentivized (6 products developed and standardized) ▪ Agricultural income increased by 25% across the VCs ▪ 15 cottage industries operationalized under PPP engagements
Strategic Issue 7: Limited access to market information, inadequate market infrastructure			
To improve access to markets for the youth	1. Develop linkages/ networks for youth to access niche markets	i. Identification/verification and profiling of VCs market players ii. value chain mapping and governance	<ul style="list-style-type: none"> ▪ 1 market players catalog published ▪ 150 participants (1 rep per VC in ward) ▪ 3 market instruments developed (1 per

		<ul style="list-style-type: none"> iii. analysis for priority commodities iv. Linkages workshop for market players iv. Conducting annual youth-agripreneur trade fairs 	<ul style="list-style-type: none"> VC) ▪ Annual youth ag-preneur trade fairs conducted
	2. Development of market support infrastructure such as annual trade fairs/shows for youth agri-preneurs	<ul style="list-style-type: none"> i. Development of lobby document for market infrastructure ii. Conduct annual trade fairs for youths in agribusiness 	<ul style="list-style-type: none"> ▪ 1 proposal document developed (critical VCs infrastructure and equipment)
	3. Operationalization of e-market platforms for agricultural marketing	<ul style="list-style-type: none"> i. Training and enrollment of VCs market players on the various existing e-marketing platforms 	<ul style="list-style-type: none"> ▪ 5,000 market players enlisted and using the existing e-platforms
Strategic Issue 8: Inadequate policy frameworks to support youth in agribusiness			
To support implementation, reviews and development of policies that create an enabling environment for youth in agri-preneurship	1. Domesticate youth agribusiness strategy to integrate youth in agribusiness	<ul style="list-style-type: none"> i. Development of County Youth Agribusiness Strategy draft ii. Presentation and validation of the draft Strategy iii. Targeted VC-based subsidies to youth 	<ul style="list-style-type: none"> ▪ 1 County Strategy draft developed ▪ Draft Strategy adopted for implementation ▪ 3,000 youth in the priority VCs benefit from subsidies across
	2. Promote youth engagement in policy dialogue and value chain governance	<ul style="list-style-type: none"> iv. Improve skills and capacities for collective youth action v. Strengthen existing youth in agribusiness organizations and networks vi. Promote the systematic engagement of organized youth in value chain governance mechanisms 	<ul style="list-style-type: none"> ▪ Existing Youth in agribusiness association further strengthened and its representativeness increased ▪ Youth champions and leaders in agribusiness identified, and their advocacy and mentoring capacities strengthened ▪ At least 1 representative organization of youth participating in each specific value chain governance mechanisms
To promote youth-inclusive climate smart agricultural technologies and create green jobs for environmental	1. Promote climate smart technologies in the prioritized VCs	<ul style="list-style-type: none"> i. Sensitization and prioritization of bio-agricultural products ii. Identification, development and standardization of bio-agricultural Products 	<ul style="list-style-type: none"> ▪ 3 bio-agric products prioritized for development ▪ 3 bio-products standardized and approved for commercial use
	2. Build youth capacity on advocacy and	<ul style="list-style-type: none"> i. Training and coaching of selected ambassadors on climate change 	<ul style="list-style-type: none"> ▪ 30 environmental conservation initiatives undertaken

sustainability	environmental conservation (environmental ambassadors)	<ul style="list-style-type: none"> ii. Monthly Community Environmental Services iii. Advocate for the agricultural emergence fund 	<ul style="list-style-type: none"> ▪ 72 environmental services undertaken ▪ A policy paper on agricultural emergence fund developed and implemented.
	3. Promote real time information dissemination on weather related issues and their impacts on agribusiness	<ul style="list-style-type: none"> i. PSP workshops for advisories development and dissemination ii. Weekly weather forecast and update of disaster EWS 	<ul style="list-style-type: none"> ▪ 4 integrated advisories disseminated ▪ 52 County forecasts disseminated
Strategic Issue 10: Alcohol and Drug Abuse, Diseases, Gender disparities, Cultural barriers & Disability			
Promote an integrated approach to address cross-cutting challenges including gender disparities, cultural barriers, alcohol and substance abuse, Diseases, weak governance and value systems	1. Support the establishment of rehabilitation centers where agribusiness skills are promoted	<ul style="list-style-type: none"> i. Train agribusiness peer counselors on Aids ii. Establish rehab centers in each sub county. iii. Create suitable safety nets to cushion highly vulnerable youth against radicalization, addictions and violence 	<ul style="list-style-type: none"> ▪ 30 agribusiness peer educators/counselors ▪ 6 rehabilitation centers created

3. ACTION PLAN

3.1 Beneficiary Targeting

The sector has the potential to provide the much-needed employment opportunities to absorb the high number of unemployed youth. The comprehensive targeting criteria will ensure jobs creation and income generation.

1. Screening and selection criteria for potential youth
 - Profiling and verification of youth groups
 - Occupational status
 - Current agri-prenuership engagement and income/production turnover
 - Savings, investments and credit models
 - Group cohesion and functionality (routine/periodic forums)
 - Social inclusivity factors/mainstreaming (affirmative action)
2. Equitable access to opportunities to engage in agribusiness.
3. Collaboration with partners in cognizance of the local context and agro-ecological zones.
4. Programmes and projects to ensure mainstreaming of gender and special needs into the activities to be undertaken

The overall number of direct beneficiaries targeted by the strategy is 5,000 youth (of which 50% are young women) and a total of 20,000 indirect beneficiaries.

3.2 Resource Mobilization

The strategy is to leverage on available sources including the National Government, County Government, Development Partners, Private Sector, Public Benefits Organizations (PBOs) amongst others. This will focus on resource partnerships built on trust and mutual accountability to ensure delivery of the objectives.

The County government of Siaya is already in collaboration with other non-state actors that have created various initiatives to support youth such as the Youth Enterprise Fund, Uwezo Fund, Women Enterprise Fund, GIZ (TCP), FAO Kenya, ACE Africa Project, World Vision, SAVIC, JOOUST, development partners and other stakeholders. While significant efforts have been established, attention to youth in agribusiness needs further strengthening and continuing attention. The County Government of Siaya will leverage on the existing efforts to out-scale for greater impact in the agricultural sector.

3.3 The Resource Mobilization Plan

The *Siaya County Agribusiness Platform (TWG)* comprising of representatives of organized youth and the partners (GIZ, ACE, YEF, Agriculture, ASDSP, KCSAP) has been established to direct resource mobilization efforts and subsequent allocations. The platform will be a subsidiary

of the County Agriculture Steering Coordination Committee (CASCOM). This committee will meet twice a year with a set agenda. The roles and responsibilities of all resource partners will be clearly articulated and responsibilities assigned for resource mobilization at various levels. The platform will be charged with the responsibility of tracking and monitoring of funding and reporting on funds utilization.

3.3.1 National Government

The National Government has already made provision for seed money towards the engagement of youth in agribusiness through the CDFs, Y&WEF, Trade and Industry Development Fund, among others. It will continue to seek more resources within its reach to enable the delivery of the objectives identified.

3.3.2 County Governments

The strategy will advocate for an incentive programme for counties that offer matching funds, enabling policies and legislations and assets to support youth engagement in agri-preneurship.

3.3.3 Private Sector

The private sector will play multiple roles in the implementation of the initiative such as business supports, service provision, cutting edge innovations and markets. It anchors onto the entire initiative as a growing and increasing funding opportunity through their CSR programmes. Other areas include impact financing, in-kind contributions such as internships, mentorships, and other avenues of coaching engagements with private sector players.

3.3.4 Development Partners

The Development Partners (DPs) will be key in delivering the initiative through the established Agriculture and Business Development mechanisms. The DPs offer opportunities for pooling of resources around anchor business units of interest, for maximum impact. The fundraising will be done with the partners through constant scanning, networking and soliciting information from the development partners on areas of focus, financial years and profiles (policies, preferences, geographical focus). A distribution list and calendar of events will be developed to map all major DP events for inputs and participation. Quarterly development partner or round table meetings will be convened for technical updates on progress, funding gaps and topical areas for interventions.

3.4 Communication Plan

This communication plan shall be anchored in a robust plan that will reach out to youth and all relevant stakeholders in the sector through different media platforms. The initiative will employ guiding principles including openness, quality, embrace a culture of knowledge sharing and learning; to foster partnership to sustain productive relationships, partnerships and networks.

The main objectives of the communication plan include:

- i. To raise awareness and understanding of the multiple opportunities for youth employment and business within the agricultural sector.
- ii. To mobilize support for the implementation of the strategy through awareness raising and education.
- iii. To support partnership development between the key stakeholders to facilitate broad communication and information dissemination.

3.5 Targeted Audiences

In order to achieve the goal of this communication strategy, the main target audience, both internal and external will include:

- i. National Government & County Governments bodies
- ii. Development Partners; Non-State Actors
- iii. Private Sector
- iv. Learning & Research Institutions:
 - (a) Higher learning - Universities, TVETS
 - (b) Primary and Secondary Schools
- v. General Public
 - (a) Graduate Youth
 - (b) Unemployed Youth
 - (c) Agripreneurs
 - (d) Not Educated Employed Trained (artisans)
 - (e) Special Groups, such as Indigenous youth and migrants
 - (f) Parents/Caregivers
 - (g) Young women across all categories listed above

3.6 Coordination, Management and Partnership

The strategy will be implemented through existing County Agriculture Steering Coordination Committee (CASCOM) and sub-structures, to ensure full participation as per the Agribusiness Initiatives. The institutional implementing structure supporting the programmes will be constituted at the county level(s).

3.6.1 County Agribusiness Advisory Committee (CAAC)

The **County Agribusiness Advisory Committee** will be established under the CASCOM to oversee strategic and coordinated activities implementation. The role of the CAAC will also be to give advice on policy direction, resource mobilization, approve work plans and review strategy implementation.

3.6.2 County Strategy Implementation Unit (CSIU)

The mandate of the CSIU will include planning, budgeting, implementation and co-ordination. Specifically, it will be responsible for: linkages between the NAYSCC, CAYSCC and stakeholders; communication, and reporting on strategy activities; providing resources for management and coordination; procurement of equipment, goods and services, consultancies, training; preparation of audit, progressing of reports and studies; management of the M&E system for the strategy; contract management and; coordination between the county and national Government.

The CSIU staff will be internally recruited from within the Ministry of Agriculture, Livestock and Fisheries and seconded to the programme. Due to the scope and heavy workload expected of the strategy activities, the recruited team will be provided with an extraneous allowance as agreed upon between the Ministry and other Government agencies. In cases where there is need for additional specialization, the strategy can co-opt the officers.

3.6.3 County Agribusiness Youth Strategy Coordination Committee (CAYSCC)

This committee will be responsible for reviewing and approving the county budget, coordinating, monitoring and evaluation and oversight to the NSIU. It will hold biannual meetings.

3.7 Implementation, Monitoring & Evaluation Plan

Apart from the Strategy implementation plan, a Participatory Monitoring and Evaluation Reporting (PM&ER) will be an integral component of this strategy. The system is required to outline key indicators (process, output and outcome) that will be used in monitoring and evaluating the impact(s). This will involve use of baseline data to monitor against indicators and prepare periodic reports as required and that data analysis and communication of results give the information needed by decision-makers.

The Implementation Plan and PM&ER component of the strategy should identify national and county institutions and stakeholders that will be involved, with defined roles and responsibilities as a prerequisite for effective planning and managing accountability.

Table 6: Implementation Matrix

Strategic Issue 1: Negative perceptions to agricultural activities due to perceived low returns which are not immediate, drudgery nature, and risks associated with									
Strategic Objective	Outcome	Indicators	Means of Verification	Strategic Intervention	Outputs and targets	Indicators	Responsibility	Budget	Time Frame
To transform the mind-set and perceptions of the youth towards Agribusiness	Increased number of youth engaged in agribusiness Number of youth agribusinesses created	<ul style="list-style-type: none"> - Number of Youth engaged in agribusiness - Annual turnover of 150 M 	<ul style="list-style-type: none"> ▪ Progress Reports ▪ Field Visits ▪ Direct Observations ▪ Interviews with beneficiaries ▪ Comparative evidence 	Institutionalization of Siaya Youth in agribusiness platform	Siaya County youth in agribusiness platform institutionalized	Registration certificate Membership Performance records	DOALF ASDSP KSCAP GIZ WORLD VISION ACE AFRICA CARE KENYA Dept.ICT FAO Media	2.5M	Dec. 2022
				Implement a business oriented model targeting agricultural clubs in schools	Business model targeting schools developed and implemented	Developed business model and number of schools implementing the model	DOALF	15M	2020-2022
Strategic Issue 2. Large population of youth have inadequate skills, knowledge and information									
To equip youth with appropriate agribusiness skills, knowledge and information	Knowledgeable and skilled young agripreneurs	<ul style="list-style-type: none"> - Number of skilled - Young agripreneurs 	<ul style="list-style-type: none"> ▪ Progress Reports ▪ Field Visits ▪ Direct Observations ▪ Interviews with beneficiaries ▪ Comparative evidence 	Develop and implement agri-based industrial skills Develop and implement social sustainability skills in agribusiness, and support business formalization	At least 600 youth capacity built and mentored in agri based skills	Training reports Enterprise records	DOALF NITA KIE KIRDI SAVIC GIZ FAO ATDC ATC Other relevant training & skills development institutions	50M	2020-2024
Strategic Issue 3. Limited access to financial Services									
To enhance access to affordable and	Increased Number of Youth	<ul style="list-style-type: none"> - Percentage increase in Youth 	<ul style="list-style-type: none"> ▪ Progress Reports ▪ Field Visits 	Implement youth friendly financial products and	4 youth friendly financial products and financial	Amount of funds disbursed No. of youth	Equity bank YEDF AFC	20M	2020-2024

youth friendly financial services for agri-preneurship	Investing in agribusiness	investing in Agribusiness - Percentage increase in Youth investments in Agribusiness	Direct Observations Interviews with beneficiaries ▪ Comparative evidence	financial models to ensure success	models adopted	accessing financial services Number of youth friendly financial models implemented	KIE KCB RTI KSCAP ASDSP UWEZO Fund NGAAF DOALF Coop. Development fund FAO GIZ		
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Strategic Issue 4: Limited access to land for agribusiness

To enhance access and sustainable use of land for the youth in agribusiness	Increased number of youth accessing land Increased number of youth using land sustainably	<ul style="list-style-type: none"> ▪ Number of youth accessing land for sustainable productivity ▪ Acreage of land utilized ▪ Number of product/product traded 	<ul style="list-style-type: none"> i. Progress Reports ii. Direct Observations iii. Interviews with beneficiaries iv. M & E reports 	Develop and implement appropriate land lease tailored for the youth	At least 1 land lease instrument developed.	-Number of land lease agreement executed -Acreage of land leased and utilized	National: National Land commission, Interior and coordination County: Department of Agriculture, Livestock and Fisheries Physical Planning. FAO GIZ	2,100,000	Dec 2022
				Promote innovative and greener farming practices (CA, Agro-forestry, irrigation, cage fishing,) that optimize land use	Agricultural productivity increased by 20%	-Percentage increase in productivity -Percentage increase in income % adoption of more sustainable practices	National: National Land commission, Interior and coordination County: Department of Agriculture, Livestock and Fisheries, Development partner FAO	8,200,000	2020-2022

Strategic Issues 5: Limited uptake of agricultural Innovations and technologies

Strategic Objective	Outcome	Indicators	Means of Verification	Strategic Intervention	Outputs and targets	Indicators	Responsibility	Budget	Time Frame
To improve uptake and generation of agricultural Innovations and technologies	Increased number of youth involved in uptake and generation of innovations and technologies	<ul style="list-style-type: none"> ▪ Number of youth involved in uptake of innovations and technologies ▪ Number of innovations and technologies adopted/generated 	<ul style="list-style-type: none"> i. Direct Observations ii. Interviews with beneficiaries iii. M & E reports iv. Progress Reports v. Documentaries (Success stories of the innovations) 	Promote and disseminate appropriate agricultural Innovations and technologies to last-mile users	Innovations and technologies for 3000 youth Promoted and disseminated	-Number of youth adopting the innovations and technologies -Number of innovations and technologies adopted	National: Ministry of Agriculture, Livestock and Fisheries (ATDC, ATC) County: Department of Agriculture, livestock and fisheries Private Sectors: Research: KALRO Training Institutions: KIDRI Development Partners: GIZ, Sida, World Bank Media: All	4,187,500	2020-2022
				Establish Tech-lab and ICT Centre for development of innovation and technologies	1 Tech-labs and 1 ICT Centre established and utilized	Number of Tech-Labs and ICT Centre established	National: Ministry of Agriculture, Livestock and Fisheries (ATDC) County: Department of Agriculture, livestock and fisheries Private Sectors: Research: KALRO Training Institutions: KIRDI Development	(Aligned to Centre of excellence)	2020-2022

							Partners: GIZ, Sida, World Bank, FAO any other Media: All NGO Financial institutions		
Strategic Issues 6: Low levels of value addition									
Strategic Objective	Outcome	Indicators	Means of Verification	Strategic Intervention	Outputs and targets	Indicators	Responsibility	Budget	Time Frame
To enhance youth engagement in value addition	Increased engagement of youth in value addition	-Number of youth engaged in value addition -Number of cottage Industries established -Turn-over products traded	i. Direct Observations ii. Interviews with beneficiaries iii. M & E reports iv. Progress Reports v. Documentaries (Success stories of the innovations)	Provide supporting services, incentives and infrastructure for value addition through established cottage industries.	PPP established to implement youth-centered upgrading strategies in prioritized value chains 200 youth engaged in value addition supported 150 youth incentivized 15 cottage industries established	- Number of PPP established -Number of youth engaged in value addition -Number of cottage Industries -Turn-over products traded	National: Ministry of Agriculture, Livestock and Fisheries (ATDC) County: Department of Agriculture, livestock and fisheries Private Sectors: Research: KALRO Training Institutions: Development Partners: GIZ, Sida-ASDSP, World Bank-KCSAP, NGO-ACE, WVK, PLAN, FAO	5,063,000	2020-2022
Strategic Issue 7: Limited access to market information, inadequate market infrastructure									
To improve access to markets for the youth	Increased youth participation in agricultural marketing	Number of youth engaged in agricultural marketing	<ul style="list-style-type: none"> ▪ Progress Reports ▪ Field Visits ▪ Direct Observations ▪ Interviews with 	Develop linkages/networks for youth to access niche markets	At least one youth marketing group per value chain	Number of youth marketing groups/ associations	MOALF, County Gov. DPs, Private Sector,	640,000	By end of 2024

			<ul style="list-style-type: none"> beneficiaries Comparative evidence 	Establish and strengthening of structured market platforms	200 youth offering specialized agricultural marketing services	Number of youth offering specialized agricultural Services.	MOALF, County Gov. DPs, Private Sector, training institutions	1,280,000	By end of 2024
Strategic Issue 8: Inadequate policy frameworks to support youth in agribusiness									
To Support implementation, reviews and development of policies that create an enabling environment for youth in agri-preneurship	Increased youth participation in agricultural policy development		<ul style="list-style-type: none"> Progress Reports Field Visits Direct Observations Interviews with beneficiaries Comparative evidence 	Implement inclusive youth policies, strategies and plans	Increase by 20% youth participation in agricultural policy Environment.	Percentage of youth engaged in the agricultural policy environment Youth in agribusiness representative organizations represented in value chain governance mechanism	YPARD, MoALF, County Govt. DPs, Private Sector, MoPYGA FAO Siaya Youth in Agribusiness Forum	2,100,000	By end of 2024
				Domesticate youth in agribusiness strategy to integrate youth in agribusiness	One county youth agribusiness strategy developed	Youth agribusiness strategy published	YPARD, MoALF, County Govt. DPs, Private Sector, MoPYGA FAO GIZ	2,850,000	By end of 2020
				Targeted VC-based subsidies to youth	Value of subsidies No. of youth benefiting No. of VCs subsidized	Amount of subsidy given to the youth Youth benefiting from subsidy VCs subsidized	MoALF, County Govt. DPs, Private Sector, MoPYGA	21,000,000	By end of 2024
Strategic Issue 9: Negative impacts of climate change and weak environmental governance									
Promote youth-	Youth Agribusiness	Increased resilience of youth	<ul style="list-style-type: none"> Progress Reports Field Visits 	Promote climate smart	No. of CSA technologies	Technologies promoted	CSAYN MoALF, County Govt.	4,750,000	By end of 2024

inclusive climate smart agricultural technologies and create green jobs for environmental sustainability	ventures enterprises resilient to climate change	agribusiness	<ul style="list-style-type: none"> ▪ Direct Observations ▪ Interviews with beneficiaries ▪ Comparative evidence 	technologies in the prioritized VCs			DPs, Private Sector, MoPYGA FAO		
				Build youth capacity on advocacy and environmental conservation (environmental ambassadors)	No. of youth trained	Youth trained		15M	By end of 2024
				Promote real time information dissemination on weather related issues and their impacts on agribusiness	No. of weather related advisories disseminated			1.4M	By end of 2024

Annex I

Agro-industries in Siaya County

S/No	Name of Facility	Enterprise/VC	Sub-county	Capacity	Remarks
1.	Siaya SIDIPEG Workshop	Workshop & Resource Centre	Alego	-	Completed and Operational
2.	Nyawara Animal Feeds Plant	Animal Feeds Milling	Gem	500 kgs/hr	Completed but Dormant
3.	Jera Animal Feeds Plant	Animal Feeds Milling	Ugenya	500 kgs/hr	Completed but Dormant
4.	MUR Malanga Dairy Processing Plant	Milk processing	Alego	4,000 lts/day	Operational but below capacity
5.	Siaya Community Library & Resource Centre	Resource Centre	Alego	-	Completed and Operational
6.	New Yala Dairy Processing Plant	Milk processing	Gem	4,000 lts/day	Operational but below capacity
7.	Nyandiwa Fruit Processing Plant	Fruit processing	Alego	4,000 kgs/day	Completed but Dormant
8.	Ligala Grain Amaranth Milling Plant	Cereals milling	Ugunja	500 kgs/hr	Completed but Dormant
9.	Sidindi Poultry Hatchery project	Poultry hatching and brooding	Ugunja	2,000 birds/month	Operational but below capacity
10.	Sumba Grain Store	Cereal bank	Alego	2000 Bags	Completed but Dormant
11.	Nyadorera Poultry Hatchery	Poultry hatching and brooding	Alego	2,000 birds/month	Operational but below capacity
12.	Kamboga Dairy	Milk processing	Bondo	150ltrs per hour	Operational but below capacity
13.	Rabo Poultry	Poultry hatching and brooding	Bondo	4,000 birds/month	Operational but below capacity
14.	Lakeland-Alicia Bakers & Confectioners	Baking & confectionery	Bondo	5000 loaves after 45 min	Operational
15.	Usenge Beach Ice Plant	Ice making & cold storage services	Bondo	-	Operational but below capacity
16.	Rajenya Groundnut Processing Plant	Groundnut Processing	Ugenya	500 kgs/hour	Operational

17.	Deje Farms Products Ltd	Animal Feeds Milling	Ugenya	500 kgs/hour	Operational
18.	AnyikoUjwanga Rice	Rice milling	Ugenya	500bags/day	Operational
19.	Bar KaUmara Abattoir	Livestock Slaughter	Gem	20 cows per day	Operational
20.	Ramba Fruit Processing Plant	Fruit processing	Rarieda	700 kgs/hr (pulp)	Operational but below capacity
21.	Liganwa Enterprise	Baking & confectionery	Alego	500 loaves per hour	Operational
22.	Chez Albert	Baking & confectionery	Alego	1000 loaves per hour	Operational
23.	Madiany Cotton Ginnery	Cotton ginning	Rarieda	800kg per hour	Completed but Dormant
24.	WichLum Feeds	Animal Feeds Milling	Bondo	500kg per hour	Dormant
25.	Dala Rieko Farm	Poultry hatching and brooding	Rarieda	7,500 birds/month	Operational

Annex II

Banks/Organizations and Financial Products for Agribusiness January 2020

Bank	Financial Product(s)	Remarks
Equity Bank	Financial access to SMEs rural population in Agriculture using technology (FASRATS)	Entails working capital, asset finance and other related finance
	Young Africa works in Kenya (YAWK). Master card foundation programme being implemented by equity bank	Startup capital for youth in agribusiness
Cooperative bank	No specified products for agriculture/agribusiness	Asset financing, working capital and equipment financing available for agribusiness, with terms equivalent to other business loans. One must have been earning from the enterprise for a specified period.
AFC	Seasonal loans, permanent crops loans, equipment and machinery loans,	Low farmer awareness of loan products
Youth Enterprise Development Fund	Group, loans, individual loans and recently launched Agribizz loan	Few youth are aware and most do not meet its requirements. Financing for group projects not popular.
Uwezo fund	Interest free loans	Few recipients invest in agribusiness though the fund has no restriction on enterprise choice
Agri Wallet	Farmers save on MPESA and can access loan 5 times their saving. Access is through transfer of loan for inputs to Agro dealers registered with Agri wallet	Popular with sorghum farmers on contract farming with breweries
Kenya Women Finance Trust	Group and individual loans Offer loans to women dairy farmers	Loans
RTI	Inclusive funds for small equipment and capacity building	Grants
KSCAP	Micro projects and sub projects Equipment (hardware)	Grants
One Acre Fund	Farm inputs, seed and fertilizer, day old chicks, PIC bags, Tarpaulins for drying grain	Popular with maize farmers

Cooperatives and Village Savings And Loans (VSALs) institutions	Gives loans in form of inputs and working capital. VSALs have not been fully exploited for agricultural financing.	Popular with VCAs
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