



## DEVELOPING THE KNOWLEDGE, SKILLS AND TALENT OF YOUTH TO FURTHER FOOD SECURITY AND NUTRITION

*The following case study was received as a result of a call issued by the Committee on World Food Security for case studies highlighting examples of initiatives aimed at 'Developing the knowledge, skills and talent of youth to further food security and nutrition'. The cases received provide the background for a discussion of lessons learned and potential policy implications at a special event on October 15<sup>th</sup>, 2015 during CFS 42. Find out more at [www.fao.org/cfs/youth](http://www.fao.org/cfs/youth).*

### Mkulima Young

<http://www.mkulimayoung.co.ke/>

#### **Key facts**

- Launched in 2013 by ACLECOPS
- Based in Kenya
- Mkulima means ‘farmer’ in Kiswahili
- Uses website and Social media
- Offers a platform for young farmers to interact/share agricultural knowledge
- Offers Kenyan young farmers an online marketplace
- Shares “inspiring stories” (i.e.: young people who are successful in agriculture)
- Facebook: over 41 000 likes
- Twitter: over 7 300 followers
- Website: over 2 500 daily visitors, 5 minutes browsing time, 8 000 registered members  
(source: slideshare presentation “Mkulima Young Presentation\_Joseph Macharia”)

This initiative consists of a website that encourages young farmers to **interact with each other** and **share agricultural and business advice** online.

In the website there is also available a marketplace where young farmers can sell their products without charges.

In addition to the website, Mkulima Young extensively uses the main social media (Facebook, Twitter and YouTube) to exchange information, market agricultural products, and interact with Kenyan young farmers.

Moreover, Mkulima Young identifies different **successful young farmers**, called “**Mkulima Young Champions**”, and share their stories through their different communication channels, presenting them as inspiring models for other young farmers. The main idea behind Mkulima Young Champions is to show young people that agriculture can be attractive, remunerative and socially rewarding, while providing useful tips on how to deal with crop related and financial issues.

Links:

- **Website:** <http://www.mkulimayoung.co.ke/>
- **Twitter:** <https://twitter.com/mkulimayoung>
- **Facebook:** <https://www.facebook.com/mkulima.young>
- **Youtube:** <https://www.youtube.com/user/mkulimayoung>
- **ICT4Ag conference:** *Inspiring youth to participate in agricultural activities by harnessing the power of radio, social media and SMS in Kenya*  
<http://ict4ag.org/en/capacity-strengthening/day-1/capacity-development-youth-and-icts-in-agriculture.html>
- **ICT4Ag conference event:** *ICTs – Inspiration to Kenyan youths in agriculture*  
<http://blog.ict4ag.org/2013/10/icts-inspiration-to-kenyan-youths-in-agriculture/>
- **SciDevNet:** *Social media, mobile apps drive youth to agriculture*  
<http://www.scidev.net/sub-saharan-africa/icts/scidev-net-at-large/social-media-mobile-apps-drive-youth-to-agriculture.html>
- **Slideshare presentation:** *Mkulima Young Presentation\_Joseph Macharia*  
<http://www.slideshare.net/ProcasurAfrica/mkulima-young-presentationjoseph-macharia>