

Final Report

On

Best Practices for Youth in Agriculture: *The Barbados, Grenada & Saint Lucia Experience*

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Acronyms & Abbreviations

ART	Agency for Rural Transformation (Grenada)
BADMC	Barbados Agricultural Development and Marketing Corporation
BAS	Barbados Agricultural Society
BCC	Barbados Community College
BELFUND	James Belgrave Micro-enterprise Development Fund (Saint Lucia)
BOSL	Bank of Saint Lucia
BYBT	Barbados Youth Business Trust
BYDS	Barbados Youth Development Services
CAFN	Caribbean Farmers Network
CAFY	Caribbean Agricultural Forum for Youth
CARDI	Caribbean Agricultural Research & Development Institute
CARUTA	Caribbean Unit for Technical Assistance
CCAP	CARICOM Community Agricultural Policy
CDB	Caribbean Development Bank
CSME	CARICOM Single Market & Economy
CTA	Technical Centre for Agricultural and Rural Co-operation
DPS	Deputy Permanent Secretary
ECDG	Eastern Caribbean Donor Group
EDF	European Development Fund
EGF	Enterprise Growth Fund (Barbados)
EU	European Union
FAO	Food and Agriculture Organization of the United Nations
GIS	Government Information Service
GRENCODA	Grenada Community Development Organization
GREP	Grenada Rural Enterprise Project
GYEI	Grenada Youth Enterprise Initiative
IBD	Inter-American Development Bank
IFAD	International Fund for Agricultural Development
IICA	Inter-American Institute for Co-operation on Agriculture
MOA	Ministry of Agriculture
MOE	Ministry of Education
MOH	Ministry of Health
MSS	Marigot Secondary School (Saint Lucia)
NDC	National Development Co-operation
NEFO	North East Farmers Organization (Grenada)
OXFAM	Oxford Committee for Famine Relief
PM	Prime Minister
PS	Permanent Secretary
SALCC	Sir Arthur Lewis Community College (Saint Lucia)
SJPP	Samuel Jackman Prescod Polytechnic (Barbados)
SLDB	Saint Lucia Development Bank
TAMCC	T. A. Marryshow Community College (Grenada)
UWI	University of the West Indies
WINFA	Windward Islands Farmers Association
YES	Youth Entrepreneurship Scheme (Barbados)
YUP	Youth Upliftment Programme (Grenada)

Executive Summary

In the absence of definitive statistics on the involvement of young people in agriculture, but recognizing that the average age of people in the agricultural sector has climbed to over fifty five (55) years, it can be concluded that there is insufficient youth participation in the sector. Agriculture can be considered one of the foundation pillars of any society as it is the sector that provides food to fulfil the basic need of feeding the people. Agriculture and Rural Development are integrally connected especially in developing economies without a high manufacturing and services base. For the purposes of this study, youth will be defined as people from ages eighteen (18) to thirty five (35) years. This age group is regarded as the most productive of any society as it contains people in the prime of their lives physically and mentally.

The low level of youth interest in agriculture is believed to be influenced largely by a negative stigma attached to the sector probably dating back to the days of slavery. Many young people view agriculture as hard, back breaking and dirty work with very little self esteem. Negative perceptions of agriculture are also reinforced by people who have been successful in the sector, who often discourage their children from pursuing careers in the field. The almost non-existent implementation of modern agricultural methods and technologies has also contributed to the sector being unattractive to young people.

Despite commendable efforts like the 4H movement in schools, the education system has generally failed to promote agriculture and associated careers as prestigious, exciting and glamorous enough to encourage students to aspire towards the sector. In many cases, young people complain that agriculture is treated as an area for failures and persons who are punished for not doing well in the pure sciences and other more prestigious academic fields. The necessity and nobility of agriculture is hardly highlighted and so there is little appreciation of its vital role in achieving food security, a healthy citizenry and socio-economic stability.

Securing the interest and participation of young people in agriculture requires a deliberate shift in policy, training and promotion that specially targets the youth. Accordingly, incentives need to be tailored to attract young people, to invest in the sector. Agricultural education needs to be reformed to keep pace with the changing world and agriculture must be promoted as an economically fulfilling and fun filled undertaking. The science and innovation of agriculture also needs to be more widely adopted and applied so as to erase the image of an old and dying industry.

The issues of access to land, securing of credit and the availability of financing for new agricultural enterprises are considered critical in resolving the problem of low youth participation in agriculture. Governments are implored to improve access to land; to influence credit policy in favour of the farmer and to make available or secure funding to assist young people who may wish to engage in agricultural enterprises. It is also felt that a special effort should be made to change the culture of job seeking in agriculture to one of job creating.

On the regional scene, some people seem to be seriously saturated with conferences and consultations and thirst instead for more urgent and concrete actions on implementation. The CARUTA Project and other relevant agencies like FAO, IFAD, EDF, IDB and IICA are being called upon to assist with documentaries that promote youth involvement in agriculture, regional and international youth exchanges that expose young people to new approaches and best practices, capacity building that positions organisations to undertake successful and sustainable youth enterprises, sourcing concessionary financing to enable young people to more easily invest in agricultural enterprises, marketing support to secure reliable and profitable revenue sources for young agriculturists, clearing house services on applicable agencies to provide guidance to young people on available resources, research and development to generate innovation and dynamism in the sector and sourcing of inexpensive inputs and equipment to enable producers to be as efficient and competitive as possible.

Historically, most Caribbean societies have emerged from an agrarian base. The Amerindian inhabitants who pre-dated the European settlers practiced subsistence agriculture (including fishing) and were renowned for their cassava, yam, potato and other root crops. Later the Europeans introduced commercial agriculture with sugar cane, bananas, coffee, cocoa, coconuts and other tree crops. From the inception of commercial agriculture in the Caribbean, the cost of labour has been an issue with it first being addressed through the introduction of African slaves and later Indian indentured servants. The problem of our relatively small size and scale was resolved in the slavery period by having large estates with some mechanization. In the post-emancipation era however, while many large estates continued, there was a proliferation of small landholders who engaged in agriculture to feed their families and supply the export market through arrangements with the existing estates/exporters.

It should be noted that the historical focus of commercial agriculture in the Caribbean has always been on a single primary produced export crop at a time. So it was with sugar, bananas, cocoa, nutmeg, coffee and others. In some cases you may have had more than one such product but there was always a predominant crop for the particular island and the focus was always the export of primary produce. Even today, with the dismantling of preferential market access in Europe, the prevailing mindset in the Caribbean continues to search for export crop led solutions. This fascination with the illusionary foreign exchange earnings of primary agricultural commodities ignores the impact of substantially greater foreign exchange leakages due to the importation of higher value secondary (processed) foods.

Caribbean agricultural development strategy must therefore concentrate first and foremost on meeting the food needs of the people of the region by encouraging them to eat what we produce, by producing what they eat and by developing and espousing a coherent and cohesive philosophy and policy that promotes healthy eating, food security and secondary agricultural production as the basis for the revival and sustainability of regional agriculture. Concrete action must therefore be taken on implementing import substitution measures based on proper analysis of food import data and rigorous assessment of the productive capacities of our

countries. It would be most helpful if such analysis can be conducted for individual countries as well as within the context of a co-ordinated Caribbean-wide strategy so as to facilitate both individual island/country responses and regional actions.

Critically, any serious Caribbean agricultural development strategy must target as its primary participants and beneficiaries, the young people of the region. Young people are the productive backbone of every society; they are the major source of ideas and innovation, they are the main market for food consumption and very often they are the leaders and drivers of public opinion, public policy and action. The commercial or private sector also heavily targets children and young people in its marketing and sales promotion campaigns. These are valuable lessons which must be incorporated into our agricultural development strategies and action plans for the revitalization, success and sustainability of agriculture.

Bringing young people into the mainstream of agricultural development has to be a major priority of governments and sector stakeholders. This endeavour should be pursued with a co-ordinated and integrated approach which engages youth in a consultative process and sensitizes them on the realities confronting agriculture in the region. It should also provide information on the opportunities and incentives available, the support that can be provided by governments and stakeholder agencies and the investments required of the young people themselves. Critically, the process should also allow young people to have a major input in carving out their roles, responsibilities and functions in this new dispensation for agriculture.

Linked to the move to bring youth into the mainstream of agricultural development is the necessity to review and improve training in agriculture. Current practitioners of agriculture need to be provided with regular updates and refreshers so as to take advantage of new techniques and technologies to make them better and more efficient producers. This can be provided by current training institutions like the BCC, SJPP, TAMCC and SALCC (with support from MOA Extension Departments) provided that the appropriate investments in capacity enhancement are made. Students of agricultural science and associated fields also need to be provided with a proper grounding in the application of appropriate technology as well as in the pursuit and management of their own agricultural enterprises.

From the early years of infant and primary school, the necessity and nobility of agriculture needs to be instilled in our children by incorporating it into the curriculum as an integral part of the science and social studies sections. Accordingly, the teacher training modules for the primary school level need to be updated to include the relevant information on agriculture and hence make it a subject area that is taught by all teachers to all students. If the necessary policy interventions and investments in teacher training and school resources (equipment & gardens) can be made at that level, then sustainable success can be secured. Programmes like the 4H Movement with their limited capacity would then revert to a more suitable supporting or supplementary role, while the core of the education system takes on its rightful responsibility to provide the necessary foundation in agriculture for every student. Also, at the secondary and post secondary levels, all schools should offer agricultural science as an examinable subject.

A critical component of achieving the above changes is developing actual interventions and implementation modalities to support the recommendations made. An attempt was made to do so but the level of detail required could not be achieved since the nature of meetings and interviews held did not permit sufficient drilling down into all the intricate issues. It was also recognized that different circumstances existed in all islands and so solutions for the same problems would have to be tailored to suit specific situations in individual territories. As a result, it was not possible to develop solutions to the extent envisaged in the terms of reference.

Nonetheless, since this current study would be incomplete without proposals on practical interventions in support of youth in agriculture and rural development, some general guidance is being offered in that respect. However, these proposals are purely conceptual and it is expected that projects, agencies and stakeholders would be able to build upon the outline provided to develop detailed implementation plans for the proposed interventions. Such an approach, will possibly result in greater commitment and success since it does not prescribe a one size fits all solution, but merely provides a model upon which countries can build their own programmes to address the challenges.

In the area of public education, special campaigns can be developed to highlight the importance, necessity and nobility of agriculture. Available research as well as additional market research among young people should be used to design specific advertising messages that appeal to the youth. The aim should be to attract them to agriculture and agricultural careers by using a variety of media including print, audio/visual, cyber, music, comedy and popular theatre. Advertisements and promotional material can be developed and tested among focus groups of young people, while policy makers and practitioners in the fields of agriculture, education, youth development and marketing should be consulted to inform the messages being put out. Successful young farmers can also be selected to give testimonials through media documentaries or by delivering motivational speeches to students.

Then there is the area of reforming agricultural training which fundamentally must first be addressed from the primary level of the education system. The teachers of agriculture at all levels but particularly at the primary level can lead the call for change by organising themselves into a unified body and advocating stridently for incorporation of the subject into the curriculum. They should obtain technical support and design the course content for agriculture and integrate it into the curriculum to show its workability. Their case would then be taken up with agriculture and education policy makers who would have little choice but to support and accede to the requests being made. A vibrant "Teachers of Agriculture Association" would also be able to influence policy changes at the secondary level to make agriculture a standard offering at all schools and to secure appropriate amendments to the training modules including incorporating technology and increasing practical hours. The issue of developing a job creation rather than a job seeking culture in agriculture can also be addressed with appropriate changes to the curriculum at all levels.

The area of making land and finance more readily available for agriculture can be remedied by direct policy initiatives to establish land use policies and create land banks, and the injection and sourcing of additional funds for agricultural enterprises. Some governments speak of doing those things but in many cases progress is slow. Therefore, advocacy efforts at the non-governmental level through organisations like CAFY (and their national chapters), CAFN and others should be increased and intensified to galvanize action. These NGOs should form alliances with youth organisations (like National Youth Councils) and youth enterprise funding agencies (like BYBT, BELFUND & GYEI), to lobby for land policies and increased enterprise financing for young farmers. They should seek to solidify their lobbying efforts with technical support to actually develop the required policies, criteria and conditions for access of facilities by young farmers.

Bringing young people into the mainstream of agriculture would involve consulting with them through their representative organisations or surveying them directly. They will also be reached through training and public education which would attract and motivate them. Support will be provided by various policy initiatives involving land and financing, but a critical area would be the availability of complete information. Accordingly, an information clearing house to provide all the information that is available to assist young people wishing to engage in agriculture should be set up. This can be done through the creation of a Caribbean youth agriculture website which provides both regional and national information. CAFY, CAFAN, IICA and CARUTA would be well placed to collaborate on this initiative.

In an effort to increase labour productivity and the contribution of agriculture to the economy, in-country work brigades as well as a guest worker programme within the context of the CARICOM Single Market and Economy (CSME) should be promoted. The work brigades would best be promoted by CAFY and their national affiliates who would organise young agricultural workers into groups or brigades by communities and who would sell their labour to several farmers on a scheduled basis thus securing continuous employment for all members. The brigades should be formally incorporated as co-operatives or companies with the assistance of the relevant governmental agencies. The guest worker programme should be co-ordinated by CAFN in collaboration with producer companies and should have the support of Ministries of Agriculture and Labour as well as the CARICOM Secretariat.

Finally, secondary production through agro-processing and agri-business to supply the local market should be emphasised and encouraged. Available technical and market research can be used in combination with policy pronouncements to develop specific initiatives for investment whether in freezing of green peas, using 2nd grade produce to make mixed vegetables, and using wasted fruits to make juices. Incubators can be created through an Agricultural "Junior Achievement" programme at secondary schools to be followed up with market ready companies upon graduation from the community college level. Support for those market ready companies would be provided by the Ministries of Trade, Agriculture and Investment who would facilitate access to equipment, premises and financing. External agencies would also be required to support this initiative.

Introduction & Overview

This Report seeks to present the findings of a study of Youth involvement in Agriculture and Rural Development in Barbados, Grenada and Saint Lucia. The main purpose of the study is to provide a synopsis of the situation in each island, to outline the existing initiatives and best practices and to propose a programme of possible interventions in the respective states surveyed and possibly others in the Caribbean.

The study was commissioned and funded by the Caribbean Regional Unit for Technical Assistance (CARUTA) and the United Nations Development Programme (UNDP). However, the views expressed herein are those of the author and do not necessarily reflect the views of the donor agencies supporting the activity.

The research which informs the findings of this study was conducted between the months of June and August 2009 in Barbados, Grenada and Saint Lucia. In each country, meetings and focus group discussions were conducted with individuals and organisations having a critical role in agriculture and rural development, as well as with key personnel within the Ministries of Agriculture.

In summary, the report seeks to study the reasons for the “low level” of youth participation in agriculture and rural development in the three (3) islands, and to suggest strategies and solutions for reversal of the situation. Although definitive statistics are not immediately available to measure the exact extent of youth participation, the aging population of the agricultural sector in the islands surveyed is the most often quoted statistic. With the average age of farmers at over fifty five (55) years, there is great concern by policy makers and stakeholders about the sustainability of agriculture. In addition, the declining performance and productivity of the agricultural sector in the last decade has serious implications for food security and the economic viability of small developing states. Attracting young people to engage in agricultural production is therefore a key strategy to secure the revitalization of the sector.

The issue of youth involvement in agriculture is a well worn out subject area worldwide. For several decades policy makers and industry leaders have lamented the ostensible lack of interest in the agricultural sector by young people. Concern has been expressed about the escalating average age of farmers and the implications for the survival and sustainability of agricultural production, particularly in poor and developing countries.

Cobus Dowry - the South African Minister for Agriculture in the Western Cape, encapsulated the issue in a speech he delivered on June 2, 2008 at the opening of a Youth in Agriculture and Rural Development (YARD) programme. The Minister listed several objectives of the programme including:

- *“To promote and develop excellence in agriculture amongst our youth and to create an awareness of the need to improve agricultural activities in order to ensure the food security and economic stability of the country;*

- *to exchange information and best practices in youth led community rural development initiatives;*
- *to connect young community leaders across the country to enhance their leadership, entrepreneurship and community development skills;*
- *to build a foundation for a knowledgeable and inclusive national network of young rural leaders;*
- *to seek development solutions that are sustainable for rural youth villages and communities;*
- *to advocate for our youth's equal participation and representation in decision making in agriculture and rural development."*

The preceding quotation could just as easily have been made by a Caribbean Minister of Agriculture. Ministers Haynesley Benn of Barbados, Michael Lett of Grenada and Ezechiel Joseph of Saint Lucia are all reputed to be committed agriculturists who have challenged their technical officers to effectively engage young people in the struggle for the sustainability of agriculture. Other Caribbean Ministers of Agriculture would hardly be expected to hold differing views on the issue, especially in light of regional positions promoted like the CARICOM Community Agricultural Policy (CCAP) and the Jagdeo Initiative on agriculture.

At the CARICOM Heads of Government Meeting in Barbados in 1996, regional leaders lamented the declining performance of agriculture and called for a Regional Transformation Programme (RTP) for the sector. The primary mission of the RTP which was later incorporated into the revised (CARICOM) Treaty of Chaguaramas signed by Heads of Government in 2001, was *"to transform the sector to international competitiveness, improve the incomes of all participants and contribute to more equitable income distribution through the application of modern, scientific, research methodologies for improved agricultural productivity and the development of sustainable and ecologically balanced production systems which protect the natural resource base."* The revised CARICOM treaty outlines the CCAP's Goals (Article 56), Implementation Plan (Article 57) and Strategies for Natural Resource Management (Article 58), Marketing (Article 59), Fisheries (Article 60), Forestry (Article 61) and International Obligations (Article 62).

At the CARICOM Heads of Government Conference in Grenada in 2004, President Bharat Jagdeo of Guyana presented a paper entitled: *"A Framework for the Repositioning of Caribbean Agriculture."* This paper which was presented in the context of the RTP (which is itself influenced by the CCAP), was later (in January 2005) dubbed *"The Jagdeo Initiative – Strengthening Agriculture for Sustainable Development."* It is essentially a strategy seeking to reverse the declines in agriculture in the Caribbean by removing the constraints to the development of the sector and repositioning it through increased productivity, systemic transformation, global competitiveness and the pursuit of a balanced development agenda which emphasizes food security and rural sustainability.

With the support of the Inter American Institute for Co-operation on Agriculture (IICA), several national and regional consultations on President Jagdeo's paper were held, resulting in the identification of ten (10) Binding Constraints with

accompanying Necessary Interventions. The Jagdeo Initiative was endorsed by the regional agri-business sector, the Ministers of Agriculture Forum and the 2005 CARICOM Heads of Government Conference. At a 2006 High Level Symposium on the CSME held in Barbados, Arlington Chesney (IICA's Caribbean Director of Operations and Integration) concluded among other things, that the Jagdeo Initiative provided a vision and framework for all but was an evolving work in progress that still required further action on implementation. At a June 2007 special meeting with donors, CARICOM Heads agreed that *"the Jagdeo Initiative would be implemented over the next eighteen months."*

IICA and CTA Consultant on implementing the CCAP - Dr. Patrick Antoine (2009), notes that the Jagdeo Initiative is consistent with the Millennium Development Goals (MDGs) and the Hemispheric Agro Plan 2003 – 2015 which aim to advance agriculture and rural development. He laments however that the lack of concerted action and the paucity of resources have beleaguered the Jagdeo Initiative; although he commends the initiative for refocusing attention on agriculture and underscoring the critical importance of a CARICOM policy.

Although neither the CCAP nor the Jagdeo Initiative address directly the role to be played by our Youth, it is clear that the innovation, creativity and commitment of the region's young people will be critical in achieving the objectives set. It may therefore be necessary for both documents to be amended to reflect the central role of the region's Youth in this endeavour to elevate agriculture; otherwise many young people may remain disinterested observers rather than passionate participants.

In a project on Urban Agriculture and Feeding the Latin American and Caribbean Cities (commissioned by the World Bank & UN Habitat), among the outputs proposed were: *"addressing the needs of youth, the elderly, women and the unemployed in regards to food security, income and employment generation, environmental management and participatory governance."* Although Havana Cuba was the only Caribbean city included in the study, the particular output highlighted remains very relevant to cities in CARICOM including those of the three (3) countries covered in this study. It is certainly of paramount importance at this time to focus on the needs of young people with respect to sustainable agriculture and their own economic enfranchisement.

Some positive initiatives aimed at encouraging greater youth participation in agriculture and rural development, have also been noted in jurisdictions outside of the CARICOM. In Pwalugu Ghana for example, District Agriculture Directorates have been actively engaged in recruiting youth groups who want to undertake farming ventures and assisting them by providing farm inputs, planting material and ploughing their plots. The aim of the programme is to encourage young people to take up agriculture, reduce poverty, provide employment and reduce fruitless and dangerous migration in search of employment. This programme is also supported by a ten (10) point youth motivation initiative which seeks to:

- Increase Scholarships;
- Publish Stories;

- Organize Competitions;
- Mobilize Youth to Form Groups;
- Lobby Government for Favourable Policy;
- Facilitate International Exchange, Advocacy and Lobbying;
- Advocate for Youth in Agriculture Initiatives at ACP/International Level;
- Provide Capacity Building for NGOs and Co-operatives;
- Identify Youth Training Opportunities;
- Source and Provide Funding.

While information on the actual implementation experience of this initiative was not immediately available, it is worth noting that clear objectives were established and actions identified to achieve those objectives. Of particular relevance to the Caribbean is the idea of using youth groups and agriculture to promote sustainable rural development. In the Caribbean, youth groups are more active and influential in rural communities which are faced with similar challenges of migration and poverty. However, the critical area of the capacity, strengths, weaknesses and success of the implementing structure selected would have to be analysed further in order to properly assess the level of applicability and adaptability of the Pwalugu Ghana experience.

The motivation initiative which supports and underpins the Pwalugu Ghana experience, also mirrors most of the actions which are being called for in the Caribbean to increase the profile and popularity of agriculture. Public education and profiling of success stories, increased training and capacity building, policy upgrades, advocacy and increased funding are all being advanced in the Caribbean as critical components of any successful Youth in agriculture initiative. However, knowledge and assessment of the specific actions under Ghana's ten (10) point motivation plan is also important for determining whether or not implementation was successful. From the available information though, the initiative appears well conceived and capable of successful implementation and replication provided that the appropriate implementation structure and safeguards are adopted.

The Change Makers Competition sponsored by the Bill and Melinda Gates Foundation is also an impressive incentive to encourage more young people to engage in agriculture. Focused on cultivating innovative solutions for rural communities, the competition attracts entries from all across the world with the latest winners addressing issues of land rights for the women of West Bengal and appropriate technology for sustainable agriculture in Uganda. Land rights for young farmers generally and the use of appropriate technology in agriculture are issues very applicable to the Caribbean. However, further study of the winning entries and the lessons learnt will determine specific applicability in our Caribbean context.

The other important issue in this case though, is the use of an incentivised competition to recognize commendable initiatives or best practices and motivate young farmers. The competition is also praiseworthy for its promotion of agriculture as a vehicle for rural development and its global reach enables all regions of the world to share their experiences and best practices. The Caribbean therefore has and should grasp the opportunity to participate in this competition so as to highlight

and showcase its success stories in agriculture and rural development. In addition, the Caribbean as a whole, and individual countries should also examine the criteria and other aspects of this competition and others to come up with suitable ideas for their own competitions to incentivise their farmers.

However, incentivised competitions that are created in the Caribbean should seek to move away from the promotion of individualism to the recognition of co-operative or team effort. In countries with larger populations a culture of individualism in agriculture may be acceptable and permissible, but in the small countries of the Caribbean, co-operative and unified efforts are essential to our success and survival. Therefore our entire orientation and approach to agriculture must change to incorporate an ethos of co-operation and unity of purpose in agriculture. Our education, training, incentives and policies must all be in sync on this issue and there must be a deliberate and firm resolve to reward co-operative excellence above individual effort.



Lee Gaskin (Barbados) Surveying His Field

Regional & Island Perspectives

The study revealed that despite individual differences in the agricultural landscape in each island, there are many issues of common concern. The thrust of Barbados' export agriculture is led by the sugar cane industry, but the island's food security programme is carried by vegetable production and the livestock and fishing industries. Grenadian agriculture, once very dependent on nutmeg and bananas for export earnings has virtually gone out of production in bananas and is now looking to a revival of nutmeg after it was ravaged by Hurricane Ivan in 2004/5. The island is also attempting to address its food security needs through the production of vegetables, rearing of livestock and fishing. Saint Lucia's agricultural sector is heavily dependent on banana exports for foreign exchange earnings, but farmers undertake a healthy trade in vegetables in an effort to meet the island's food needs.

All islands have active Ministries of Agriculture and there is in each territory, at least one tertiary training institution offering agriculture at the diploma or associate degree level. There is also some commonality in the agriculture associated agencies operating in the islands. The Inter-American Institute for Co-operation on Agriculture (IICA) is present and playing a leadership role in promoting youth involvement in agriculture in all three islands. IICA has invested in promoting the Caribbean Agricultural Forum for Youth (CAFY) as well as a national agricultural forum for youth in each island, and this is doing well in bringing young people together to discuss pertinent issues. However, there is need for the institutional strengthening of these groups so that they can take responsibility for their own development and governance. The 4H movement is also in existence in all three (3) islands although there seems to be greater vibrancy and institutional support in Grenada. In Saint Lucia a similar programme originating out of Trinidad (HOOPS) is being promoted since the 4H movement is inactive. Table 1 below lists some of the common findings in the three (3) islands.

Table 1: Common Findings

Positive Attributes	Problems	Recommendations
There is money to be made	Lack of access to land	Institute land use policy
Good soil and climate	Labour intensive production	Use appropriate technology
Incentives and policies exist	Insufficient incentives	Update policies & incentives
Tertiary level training available	Primary & secondary level training not consistent	Improve secondary & primary level training
Several agencies exist	Insufficient information on agencies	Develop data base of agencies (clearing house)
Encouraging rhetoric on agriculture	Lagging behind of supporting actions	Improve implementation of policies
High level of training provided	Trained persons seek employment elsewhere	Include enterprise development training
Local market exists	Businesses prefer to import	Establish requirement for local purchases prior to importing

Barbados

Young people are concerned that parents do not encourage their children to get involved in agriculture and that the excitement of toddlers playing in the dirt is not moulded into a love for agriculture. A negative perception of agriculture persists and the opportunities in the sector are not highlighted. In addition, agriculture is not seriously promoted in schools and is virtually sidelined at Career Days.

Locally, the agricultural sector is not sufficiently diversified to provide a range of career opportunities, while the education system trains young people to seek a job rather than create one after graduation. The occupational honour and nobility of agriculture is not highlighted, neither is the sector's profitability promoted. The failure to identify and promote model farmers with best practices for youth in agriculture is of concern to young Barbadians. The view is also held that some successful farmers seek to protect their selfish interest by keeping out new entrants. There is hardly any manufacturing using agro-based local inputs and technology is grossly underutilised since Barbados only engages in small scale manufacturing and agro-processing.

Despite the attractiveness of greenhouse technology to young people, it is still only being utilized in the new area of mixed cropping for the local market. Organic farming for the health conscious market segment, crop farming particularly vegetables, for the quick turnover cycle and livestock (pigs, chicken, rabbits) for their profitability and guaranteed local market have also captured the interest of young people. Young people are not very interested in cattle dairy farming due to the large land size and water requirements coupled with the long sales cycle.

There are some positive attributes of agriculture in Barbados which are attractive to young people. These include the fact that agriculture is very profitable if undertaken properly and the availability of foundation knowledge and assistance to bring existing crops to market. It is also encouraging that most existing crops can grow all year round and that Barbados' climatic and soil conditions (which are similar to those of California) are very good for agriculture. There is also the culture among procurement people at hotels, supermarkets and other agencies to give the small producer a break, and this can be of great help to the young small scale farmer.

In addition, there exists in Barbados an all-inclusive range of incentives and policies for the various aspects of agriculture with an inclination by the Government to include even more areas. Apart from the secondary schools, Barbados also has several other institutions providing training in agriculture and associated fields. Associate Degree qualifications in Agriculture are offered by the Barbados Community College (BCC) and the Samuel Jackman Prescod Polytechnic (SJPP), while Tractor Driving certification is provided by the Barbados Vocational Board. It has also been reported to the author that new scholarships in Agriculture are being introduced by the Government of Barbados. There is also the existence of the Barbados 4H Foundation which unlike its other regional counterparts functions as a private foundation and receives BDS\$100,000.00 annually from Government.

Notwithstanding those positive attributes of agriculture in Barbados, there are some discouraging attributes for young people which need to be addressed. These include the poor communication of incentives and policies to young people, the difficulty in accessing credit and the general lack of recognition and reward of young farmers. Young people also feel that there is insufficient application of updated techniques and technologies to increase the attractiveness, efficiency, productivity and profitability of agriculture. They are concerned about the insufficiency of communication and networking among farmers and the apparent emphasis on a producer driven rather than a market driven approach, which has resulted in frequent gluts and shortages. They regard joint marketing for small farmers as critical to the success of a Youth in Agriculture initiative, but feel that such approaches are being undermined by "monopolies and cartels" that undercut the small farmer by dealing with only certain middlemen who favour the large farmers. It is also very worrisome that some middlemen like Laurent Gibbs, French Trading, Barbados Shipping & Trading and Hotel Foods, only import produce for hotels rather than buy from farmers.

It is believed that Barbadian youth would be encouraged to get involved in agriculture if a number of deliberate initiatives are undertaken. At the school and community level, this could begin with the incorporation of Agricultural Science into the Primary schools curriculum, the introduction of more targeted education campaigns and instituting a special "Careers in Agriculture Day" at all schools. More scholarships should be made available for careers in agriculture, there should be greater receptiveness to new ideas, innovation and change in the industry, incentives for technology upgrades and greater utilization of the knowledge and facilities available within the Caribbean to develop appropriate and innovative best practices and provide centres of excellence for training exchanges.

There should also be a concerted effort to introduce more agro-processing for value added benefits and mechanization (to make use of automatic planting, rollers for beds etc.) for greater efficiency and productivity. This must be based on an approach of better communication, co-operation and team building where for example people who are doing things right can be identified and promoted thus creating positive linkages between young and old.

Young people will also be encouraged by dismantling the bureaucracy surrounding agricultural investment, greater access to funding through a Loan Security Guarantee for set-up and equipment costs, establishment of an Agricultural Guarantee Payment Fund for cash flow financing, and institution of a requirement for importers to first access produce from local suppliers.

Regional and international agencies like IICA, UNDP, IFAD and FAO must also invest more heavily in initiatives designed to increase youth participation in agriculture. Suggested areas of investment include providing training and technical capacity building in pesticide use, irrigation etc., providing proper labs for research and testing in a timely manner for diseases etc. and providing scholarships, grants and loans for practitioners in specialist areas. Research labs are critical because regionally there is too much difficulty in moving material between islands, and

internationally the situation is even more cumbersome since no proper arrangements are in place. Agencies would also be well served by exposing young people to best practices in other countries through exchanges, and by identifying regional and international organisations involved in youth in agriculture and creating a database and reference information through a website or booklet. The technical infrastructure and support to farmers can also be strengthened by assisting with the introduction of Certified Crop Advisors to build upon the extension services base.

Sustainability must be a key consideration for Youth in Agriculture projects which should also seek to identify and focus on products that will benefit larger groups of people. Projects that create an immediate impact should be promoted as success stories in recognition of the motivational power of early successes. Incentives must also be explained and promoted so that young people can clearly see the role envisioned for them in the development process. There should also be deliberate policies promoting the use of modern methods and appropriate technology to cultivate greater youth interest in agriculture. A large model farm/school set up by Government is also considered an excellent way to expose young people to latest technologies and methodologies in agriculture. The school/farm could then host tours, mentorships and apprenticeships with facilities to train and provide technical support, marketing and financing advice.

BADMC & Land

In Barbados, a unique set of institutional arrangements are emerging led by the Barbados Agricultural Development and Marketing Corporation (BADMC), to coordinate the delivery of support services to young people desirous of engaging in agriculture. Since establishing its special sub-programme titled "Youth in Agriculture – Developing Agri-preneurs," the BADMC has been mandated to collaborate with other agencies like the Barbados Youth Business Trust (BYBT), the Youth Entrepreneurship Scheme (YES), the Barbados Youth Development Services (BYDS), Fund Access and the Barbados Agricultural Society (BAS) to ensure seamless implementation. The BADMC's Land for the Landless Programme is seeking to allocate three (3) out of every five (5) applications to young people. This will be achieved by inviting applications using media advertisements and through referrals from the above collaborating agencies.

The most viable proposals from young people will be selected and assistance will be provided to refine them if necessary and deliver business development support to the young agri-preneurs. Enterprise training will be delivered by BYBT, YES and Fund Access after approval of the project but before disbursement of funds; while technical training and support will be provided by BAS and BYDS prior to the start of the project and on an ongoing basis while the project is in existence.

The programme which is scheduled to launch in September 2009, will provide creative and exciting opportunities for young people to develop successful and sustainable Agri-businesses through preferential access to land and the provision of agronomic, entrepreneurial and business development support. A major objective is for participants to develop the understanding that entrepreneurship and self employment are achievable occupational goals and thus enhance creativity,

adaptability, self confidence and determination to pursue and achieve personal goals. The emphasis is on creating employment, fostering entrepreneurship and developing a new technological and business approach to agricultural production.

The Land Lease Programme has a land bank of over one thousand and four hundred (1400) acres across Barbados and the criteria for access targets young people with basic agricultural training as well as others with experience in agriculture. There is some zoning of the lands between livestock rearing and crop farming. However, there is need to plan each area to provide infrastructure and other necessities as the BADMC has been criticised for trying to promote high technology farming with subsistence facilities. Presently, there is no structured development of the lands under the BADMC's management and it is felt that too much money is spent on administration as opposed to development of the land including the greater utilization of technology.

Additional resources required like water irrigation have not been provided under the programme but counterpart funding including grants is being made available from the Barbados Youth Business Trust and Fund Access. In addition, the Agriculture Development Fund which is administered by Enterprise Growth Fund Limited is reportedly in place to assist farmers in need. The banks generally do not lend for Agriculture due to the "riskiness" of that sector and the general unavailability of crop insurance. Hence, the formation of Youth Agricultural Co-operatives is seen as a long term strategy to secure finance for agriculture, but there is need to seriously sensitize young people about this area. The idea is to develop co-operatives using more modern and efficient greenhouse technologies and emphasize on the business aspects of agriculture.

The cross-sectoral collaboration among state agencies is commendable but it needs to be properly structured and monitored so as to avoid the tendency towards territoriality. Roles and responsibilities need to be clearly identified and demarcated and a formal decision making structure needs to be established to facilitate implementation and follow up on actions.

Barbados also has a well developed set of incentives for people wishing to engage in various aspects of agriculture from crop farming to livestock rearing, aquaculture, horticulture, fishing and agro processing.

Grenada

There are a number of positive developments surrounding agriculture that will encourage young people to get involved in the sector. Among these is the movement towards more healthy eating, which is creating increasing demand for locally produced food, as well as a global move towards organic produce which Grenadians are capitalizing upon. People are being sensitized to the fact that local food tastes better and Government is encouraging planting through a programme to provide seeds to farmers. As a result the production of vegetables in particular has increased due also in part to the highly fertile soils and good climatic conditions of Grenada. The status of the world economy is driving people towards self

employment, they are economizing and buying less expensive food, and agriculture is making a lot of money. More people are getting involved in agriculture and now understand importance of growing food, and there is pressure from the policy level for the proper administration and implementation of programmes. Government has also promised to make lands available for agriculture, although such assignments have not yet been made.

There are some attributes of agriculture in Grenada which serve to discourage young Grenadians from getting involved in the sector. Among these include the fact that there are too many theoretical and not enough practical training programmes. In addition, there is not enough equipment and resources to apply the theory imparted during training and teachers are not motivated to teach resulting in the underutilization of school lands. Many parents and homes also discourage their children from getting involved in the hard work of agriculture and so the area is not seen as a profession and it attracts mainly people with low levels of education. Generally, young people have a negative perception of agriculture and do not see it for all its worth. They lament that we live in a modern computer age but agricultural production still lags way behind in the stone age.

This can be reversed by motivating and educating young people, emphasizing the practical aspects of teaching and reviewing time tabling of agriculture in schools. The 4H Clubs should also be doing much more to support agriculture especially as there are 4H Officers in the Ministry of Agriculture and the University of Tennessee's website has 4H project books online. In particular, the re-establishment of school gardens must be made a priority of the 4H Movement which is well placed to spearhead that process despite its limited capacity.

The unavailability of finance for young agricultural entrepreneurs is a matter of concern to Grenadian youth who feel that the agencies for financing agriculture are not properly managed and conditionalities for lending are too difficult leading to delinquency. The lack of resources (seeds, plants and land) and the poor targeting and alleged corruption of Extension Officers has led to government being criticised for complacency.

It is felt that many people want to make money fast but agriculture is time consuming and involves hard work and low esteem. There may also not be much money made in agriculture especially if people do not invest the necessary finance, and time in the business. The predominance of predial larceny, grazing animals and pests destroying crops, do serious damage to the motivation of young farmers.

Notwithstanding these difficulties there are some things that can be done to promote agriculture among young people in Grenada. These include promoting careers in agriculture from the Primary school level and using down to earth farmers rather than coat and tie speakers. In addition, a drive to develop agriculture in schools can be undertaken through competitions for best garden, best use of technology, most profitable farm etc. The 4H programme is a critical component of this initiative but it would need to move away from the practice of using mainly outside labour on the farms. It is also important to show young people that there is

money to be made in agriculture and that there is a genuine effort to encourage their participation by ensuring that business approvals are completed more speedily. Implementing the suggestion to use agriculture (with incentives) as the base for a national environmental programme to help the eco-system would also encourage young people to look more favourably upon the sector.

Some of the existing initiatives that can be replicated include the 4H programme which needs to be improved and be better promoted, the Malmont Agricultural Project (promoted by former Minister Emmalyn Pierre), where lands and plants were provided to farmers, Government assistance to large scale vegetable producers by providing land and awards and incentives to young farmers. Other initiatives that could be undertaken include organising school groups to rotate produce and give awards to motivate them, providing basic agricultural training and not allowing children to leave school unskilled; promoting careers in agriculture in Primary schools, motivating teachers in Primary schools to teach agriculture, making resources available for teaching of teachers, providing land in Primary schools to teach agriculture and providing more scholarships for agriculture at the secondary and tertiary levels.

The Ministry should allocate more time on the schools time table for agriculture and schedule theory for morning sessions and practical on afternoons. Agro processing of fruits and vegetables should be promoted through investment in joint ventures which utilise available research, and a food processing and preserving plant should be set up at the Mirabeau Farm School. Training and technical exposure needs to be provided to all students and special access must be given to committed but disadvantaged students through farm attachments.

A special effort must be made to increase and improve delivery of financing and technical assistance initiatives by instituting deliberate policy measures favouring youth. The science of agriculture must be encouraged and political rhetoric must be backed by action. The area of marketing and securing profitable and reliable buyers for farmers produce must also be seriously addressed. This can be achieved through the gathering of market intelligence (information) and doing the accompanying production scheduling, pricing policies and incentive schemes. A Buy Local Campaign to counter the erroneous claim that locally produced goods are more expensive could then complete the circle of creating youth interest.

In Grenada, there are also several agencies promoting agricultural development with most of them doing a fairly good job individually. However, cognisance must always be taken of the potential for greater success if there is better collaboration and co-ordination. In terms of promoting the twin areas of agriculture and rural development, perhaps the Grenada Community Development Organisation (GRENCODA) can initially be assigned lead responsibility for co-ordinating major initiatives. However, ideally in order to ensure sustainability, a special purpose statutory corporation like the Barbados Agricultural Development and Marketing Corporation would be preferable. By having its own special mandate, such a statutory corporation would be able to concentrate on its mission and source financial and technical resources as appropriate.

La Digue Co-operative & NEFO

The experiences of the La Digue Farmers Co-operative Group and the North East Farmers Organisation (NEFO) are very interesting indeed. The creative manner in which members of the La Digue group solved their labour problem and at the same time came up with an innovative means of financing the purchase of equipment, inputs and materials for the benefit of members, is very commendable. The motivation received from the then Minister of Agriculture - Mr. George Brizan, would probably be instructive for current Ministers of Agriculture. Members felt that Minister Brizan was a great motivator who encouraged farmers to use technology in their businesses, would be around to organize field trips with extension officers to visit other farms, and ensured that a farmers' exhibition was organized around World Food Day.

Although the members of the La Digue Farmers Co-operative are now in their late 40's and early 50's, theirs is a project which started in their early 20's. It illustrates the important lesson that co-operative, purposeful and united action by young people is essential for solving the seemingly insurmountable situations confronting them. In the La Digue case, they solved irrigation, labour and equipment problems by coming together in a simple but businesslike co-operative relationship to collectively maintain their farms, and pool resources together to acquire irrigation and other equipment. Their disciplined approach and their determination to succeed, has been hailed by GRENCODA as a model of youth agricultural and rural development to be emulated. In fact, a new GRENCODA project with the Clozier Young Farmers Co-operative is patterned after the La Digue Farmers experience and has reportedly been enthusiastically embraced. The group has remained together over all these years, which is a sign of stability and sustainability, and it has contributed to community life by sponsoring several youth and community activities. However, by choice there have been no additional members since inception and there is a very real risk that the organization will not survive beyond its members. Therefore, while the Group's experience continues to serve as a best practice for Youth in Agriculture, attention must be paid to renewal of membership to allow the group and others following its example (like the 10 member Clozier Young Farmers Co-operative) to grow and perpetually sustain themselves.

The North East Farmers Organisation (NEFO) has sought to promote and develop agriculture among the youth by partnering with two (2) schools in the area (Constantine School and Vendome School) to undertake school projects. In Vendome, NEFO is clearing the lands while the school children will be doing the planting, tending and cultivation. The parents have also agreed to support NEFO in this youth agricultural programme and planting at Vendome is scheduled for the opening of the school year in September 2009.

The Constantine Methodist School is undertaking a poultry programme which was also done last year with the school and through which it won the Ministry's award for excellence in school livestock. NEFO has the responsibility of seeking funding for equipment for the abattoir and for renovation of the building. There is information sharing and advice giving in the group and the children are interested in making a quick dollar. However, they do not see agriculture as very attractive economically

and so incentives need to be put in place to help promote the sector among young people. Remarkably, NEFO and other organizations have stayed on top of agriculture and assisted farmers with advice and exposure, which is good for a non-governmental organization.

NEFO was established in 1980 and is made up mainly of elderly farmers. However, there are some youthful members who are leading the move to bring more young people into agriculture. The group aims to assist farmers in running farms as a business by providing training opportunities in farm management skills, production planning, animal rearing and crop cultivation. The group serves forty five (45) registered members from five (5) communities and provides its membership with bulk purchased fertilizer, demonstration farming projects, and distribution of planting material. NEFO meets every two (2) weeks and also assists with marketing by negotiating farmer contracts, certifying farmer produce, conducting farm inspections and creating partnerships with the private sector. Among the Co-op's future plans are completion of its Headquarters, Marketing and Distribution Centre. Plans are also in place for establishment of an abattoir, a full time office and a ploughing service.

The organization is challenged by its lack of a full time office and staff which make success heavily dependent on the dedication of members. Every effort should be made to ensure that the lesson of youth partnership learnt is applied appropriately.

Saint Lucia

Young people had some interesting perspectives on the participation of Youth in agriculture. Among the main motivators for members getting involved in agriculture were the money to be made, the opportunity to become self employed, the opportunity to secure well rounded technical, administrative and social skills and the opportunity to pursue a career in agriculture. Other motivators included to do science which was not offered at Secondary school, for the knowledge and experience to go into business as a farmer, to help make Saint Lucia food secure, to produce own food and save more money and because parts of it like planting crops, crop husbandry etc. are fun.

The main areas of interest for the students were Farm Management, Crop Cultivation (celery, cabbage, eggplant, plantain, dasheen, lettuce, tomatoes, yam, corn, spinach, carrot, seasoning, watermelon, cucumbers etc.), Livestock Rearing (rabbits, chicken, pigs, cows, goats, sheep, roosters, turkeys), and Agro Processing & Agri-Business (plantain chips, tamarind balls, mango in sauce, pineapple jam, golden apple jam, coconut water, coconut oil, coconut tablet, gooseberry jam, fruit juices).

The career aims or employment objectives of the students included self employed Rabbit Farmer or Veterinary Practitioner, employment at Ministry as Extension Officer or Veterinary Practitioner, Teaching Poultry Farming at Primary/Secondary level, Information Technology (record keeping, sales forecasting etc.) at Ministry of Agriculture or for a large farm or group of farmers; self employed Crop Farmer, Credit Financing and to work with Government in a suitable area of agriculture.

There was no awareness of any major programmes to involve young people in agriculture in Saint Lucia and it was felt that not enough young people were interested in the sector. Young people also claimed that there continued to be a negative stigma towards agriculture in the society. They noted some commendable things about agriculture in Saint Lucia which could be used to encourage young people to get involved. These included the money or profitability, concessions on vehicles, equipment, machinery and inputs, fee waivers on registration of agri-businesses, fuel rebates for fishermen, free technical advice, 30% guaranteed market protection for broilers and pork, the use of various technologies like hydroponics and the attainment of successful crop yields.

There are also some attributes of agriculture in Saint Lucia which could discourage young people from getting involved in the sector. These include the negative outlook or stigma (too much about "dirty" banana farmer who is uneducated), a perception of low level and low status work, the high cost of inputs and fertilizers, the unavailability of land for agriculture on a lease or purchase basis, and agriculture's reputation of being hard, physical work in the hot sun leading to dehydration. Concern also continue about the difficulty in obtaining bank loans due to conditions of collateral etc. and the fact that most banks find agriculture to be too risky, resulting in mainly credit unions undertaking agricultural credit.

Low and unstable market prices and low profitability also negatively impact upon the level of interest by young people in agriculture. So too does the lack of implementation and application of technology, inadequate practical training time and the absence of a retirement or pension scheme for farmers.

Notwithstanding these discouraging factors, there are measures which can be taken to make agriculture in Saint Lucia more attractive to young people. These include implementing a Land Use Policy that is sensitive towards agriculture and makes land available for young farmers through a land bank. Such lands should be on a purchase or lease basis so as to facilitate easier access to credit. The money and business aspects of agriculture should also be better promoted so as to create greater awareness. This should include providing information from the school level on the financing arrangements for agricultural businesses, and the implementation of systems (cash flow financing) and policies (penalties) to facilitate the timely payment of farmers especially by hoteliers.

Our young people and the general public can also be educated on the different aspects of agriculture (not just bananas), and this can be facilitated through research labs and training institutions which have up to date educational knowledge and technology such as hydroponics, aquaculture etc. There should also be a special Island Scholarship and others in Agriculture and its various fields. The area of marketing should also be addressed with proper and efficient marketing support being provided. Extension Officers should focus more attention on marketing and market research so that production can become more efficient. It is suggested that safeguards be put in place to prevent abuse of information as a perceived conflict of interest exists since Extension Officers are currently also farmers.

There is need for an Agriculture lobby or pressure group to advance the interests of young farmers and to promote initiatives such as the establishing agro-processing units for various communities and the bottling of coconut water and local fruit juices to sell to schools instead of soft drinks and foreign juice drinks. This group would also lobby for the implementation of Farmers and Fishermen's pension plan. In addition, agencies like the FAO, IFAD, UNDP, IICA and CARUTA could advance the youth agenda in agriculture by funding Primary and Secondary School education re-orientation programmes as well as agricultural projects at schools. The focus should be on promoting technologically savvy agriculture, the development of agricultural services like equipment servicing and repair, record keeping, performance reporting, information technology and business planning and forecasting, and the establishment of agri-businesses such as processing plants for fruits and vegetables that are below market grade. Equipment, materials, technology and market monitoring (business support) services can also be provided to set up or start off small farms. This can be supported by exchange visits, tours, and training for young farmers in other islands as well as a foreign labour programme to guarantee the reliability of the labour supply.

Current training programmes also need to be improved to go beyond crop cultivation theory and practice, and include the livestock rearing modules which are not available at many schools. More information on financing and credit also needs to be provided particularly on the terms offered by the Credit Unions, the James Belgrave Micro Enterprise Development Fund (BELfund) the Bank of Saint Lucia (BOSL) and the Saint Lucia Development Bank (SLDB). Market information systems must also be put in place to monitor and improve production and minimise gluts and shortages.

The positive promotion of agriculture is also very important to create and sustain youth interest in the sector. Any serious promotional campaign for agriculture must include advertisements promoting the attractions of agriculture, documentaries on the successes of young people in agriculture, evidence of the profitability of agriculture, introduction of new technologies in agriculture and transforming from labour intensive primary production to machine and technology intensive value added agriculture.

Belle Vue Co-operative

The Belle Vue Farmers Co-operative Society was established in 1984 by ten (10) farmers from the rural community of Belle Vue in the south eastern Saint Lucian district of Choiseul. They were responding to difficulties being experienced in obtaining agricultural inputs and markets for their produce. They started by setting up an inputs shop in the community to provide farm supplies to farmers in the immediate and surrounding communities. As production increased, they had difficulty getting their produce to the main markets (hotels & supermarkets) located in the north of the island. Consequently, they acquired a 2-ton truck to transport their farmers' produce to the markets in Castries and Gros Islet. These initial interventions were undertaken with the assistance of the French Mission for Co-operation in Agriculture which provided technical assistance, inputs and 2/3 of the cost of the truck.

The group was formally registered under the Co-operatives Act in 1986 with over one hundred members and in the three (3) years following was able to achieve sales of over EC\$½ million and pay patronage refunds on profits to members. Reportedly, a 1990 study done by the University of the West Indies found that the Belle Vue Farmers Co-operative was one of the most organized Farmers Co-operatives in the English speaking Caribbean. The organization provides to its members: Extension services (through the Ministry of Agriculture), Marketing services, Input supplies, and Nursery services. Presently, the Co-operative employs 29 persons directly and has 240 members, with annual sales exceeding EC\$1¼ million. Approximately 10% of the membership is young farmers compared to 5% a few years ago.

Despite its successes over the years, the Belle Vue Farmers Co-operative is confronted with the challenges of high farm supplies cost, competition from imported produce, unavailability and high cost of farm labour, lack of access to suitable lands, insufficient training for members, and a low entry rate of young farmers due to competition from the tourism and construction sectors. The organization has formed an association with three other farmers' co-operatives in the area and the intention is to eventually form a truly representative National Association of Farmers Co-operatives. Belle Vue Farmers Co-operative is also involved in a national initiative funded by OXFAM, to increase market access by linking agriculture with tourism.

The OXFAM initiative emanated from a regional study which found that rural communities were not benefiting sufficiently from tourism and suggested that agriculture in those communities could provide the solution to the problem. OXFAM decided to take up the challenge and Saint Lucia was chosen for the pilot phase (2004 – 2009) because it has a strong base both in agriculture and tourism. Belle Vue Farmers Co-operative was recommended by the Windward Islands Farmers Association (WINFA), but asked for three (3) other Farmers Co-operatives (Banse, Grace & Black Bay) with which it has an association to be included. As a result, over 1000 thousand farmers were able to benefit from the project, which analysed the weaknesses preventing farmers' organisations from accessing opportunities in the tourism industry, and brought a business approach to agriculture.

Assistance was provided with capacity building, training and technology upgrading. Administrative infrastructure was improved, office equipment was provided, harvesting and pest management training was conducted and greenhouses and irrigation systems were supplied. Production capacity and reliability was also boosted with the provision of inputs on a revolving credit scheme and the establishment of a Buffer Fund to facilitate early payment to farmers who sold through the Co-operative to the hotels. Co-operatives also received chillers to store fresh produce and post harvesting handling was improved with the provision of plastic crates which preserved the quality of produce far better than plastic bags. The project also assisted with marketing and produce was sold under a common Farm Fresh brand developed and registered by WINFA.

An evaluation of the initiative revealed that the hotels, supermarkets, credit unions and farmers were satisfied that the initiative had brought greater benefits to all of

them via increased supplies, increased business by farmers and better services for farmers. A notable weakness though was that there was insufficient awareness of the project outside the beneficiaries, and so future interventions would have to have a special public awareness component.

The current phase of the project has ended and the next phase (Enterprise Development Project – EDP) which should have already started, has been negatively affected by the closure of the regional OXFAM office in Barbados. Discussions have been held on managing the project directly from Saint Lucia but no decision has been communicated to the Belle Vue Farmers Co-operative.

As part of its development strategy, the organization has maintained strong links with the Ministry of Agriculture, the Department of Co-operatives and other stakeholders so as to keep current of new developments being planned. Regular meetings are held with the Permanent Secretary in the Ministry of Agriculture and a representative of the Co-operative has served on the Saint Lucia Marketing Board for the last decade. Presently, the Co-operative is engaged in negotiations with Government to acquire 150 acres of good agricultural land for its members. The organization is also promoting youth involvement in agriculture and has adopted the agriculture projects of three (3) secondary and four (4) primary schools in the area. Inputs are being provided for these school gardens and produce will be marketed by the Co-operative. Lectures, farm visits and other relevant information will also be provided periodically to the students.

The Belle Vue Farmers Co-operative has a solid governance and administrative structure which can be utilised to launch a good youth programme. Through sister co-operatives, the reach and expanse of the selected programmes can be extended even further. The Co-op has the capacity to successfully replicate the present programme, but it must allocate the necessary human and capital resources necessary for success and sustainability.

Members of the Co-operative are encouraged to save with 5% of their sales being retained as share capital. The organization is however constantly seeking training for its members in pest and disease control, post harvest handling, good agricultural practices, group dynamics, leadership skills and conflict resolution, proper use and disposal of pesticides, record keeping and management skills, greenhouse management and production planning.

There is a general recognition in all three (3) islands about the role of youth in regenerating agriculture in the region. In all cases this recognition has led to concern about the future particularly given the aging agricultural population. The result is a growing urgency on the part of governments and stakeholder agencies to come up with suitable policies, strategies and activities to attract young people to agriculture. The following table provides a list of some island problems and recommendations identified by the stakeholders visited.

Table 2: Selected Island Issues & Recommendations

Island	Problem	Recommendation
1. Barbados	<ul style="list-style-type: none"> • Poor communication of incentives & policies • Difficulty in accessing credit • Inadequate use of technology • Insufficient water harvesting • Limited career opportunities • Lack of recognition 	<ul style="list-style-type: none"> • Education campaigns & special career days • Dismantle bureaucracy • Adopt as appropriate • Use irrigation methods • Diversify sector • Introduce competitions
2. Grenada	<ul style="list-style-type: none"> • Unsteady employment • Lack of motivation • Too many job seekers • Laziness regarding agriculture • Fluctuating supply and prices • Unmotivated teachers 	<ul style="list-style-type: none"> • Establish work brigades • Motivational leaders • Train Entrepreneurs • Institute boot camps • Production scheduling • Provide resources
3. Saint Lucia	<ul style="list-style-type: none"> • Insufficient job opportunities • Insufficient rural applicants • Unavailability of land • Lack of job security • Crop losses due to weather etc • Late payment by hotels 	<ul style="list-style-type: none"> • More private sector support • Stipends & bursaries • Land bank & policy • Farmers pension plan • Crop insurance • Moral suasion and policy with penalties



Fond Assau Primary School Students (Saint Lucia) Planting & Irrigating

The New Paradigm

Caribbean societies and in particular our public services have been praised for our vast reservoir of intellectual talent but we have also been criticised for our lethargic implementation rate. The situation confronting agriculture in the Caribbean is urgent and critical and it requires us to summon every ounce of our intellectual capacity as well as an unprecedented speediness of response. This means that we will have to be bold and creative by crafting approaches and solutions that provide service and results, rather than copious conformity to rigid rules and protocols. Many of the issues are cross-cutting and at the governmental level in particular, Inter-ministerial action teams will have to replace the normal bureaucracy so as to get things done more quickly.

On the international scene, initiatives to incentivize youth participation in agriculture and rural development are indeed commendable. Such moves are well grounded in the practical recognition that greater youth participation is critical for the sustainability of agriculture. The fact that the sector has hitherto been largely unattractive to young people is an important starting point in reforming and reversing attitudes. Understanding the reasons why young people have not been attracted to agriculture in the past will provide the platform from which new ideas and approaches can be launched.

Initiatives noted in South Africa, Ghana and Uganda all appear to have adopted the philosophical approach of actively courting young people to make a more fundamental contribution to agriculture and rural development in their respective countries. In addition, the Change Makers Competition sponsored by the Bill and Melinda Gates Foundation has provided an opportunity and forum to highlight and share examples and experiences of excellence in agriculture. These innovative approaches from outside the region provide important lessons for us in the Caribbean. Despite differences which may exist in culture, technology and farming practices, there are many similarities in terms of issues and challenges such as food security, youth economic participation and national development.

In the Caribbean, our leaders are equally concerned about food security in light of a trend of declining agricultural performance and an aging population in the sector. Our high food import bill is also of serious concern along with our failure to break away from the mentality of the mono-crop primary agricultural export product. The CARICOM Community Agricultural Policy (CCAP) and the Jagdeo Initiative both seek to give direction to the region's agricultural reform efforts. At the individual island level, Ministries of Agriculture and stakeholder agencies are expressing concern over the aging agricultural population and there are anxieties about the most appropriate approaches to reverse the trend.

Barbados, Grenada and Saint Lucia all seem to have hyped up their political rhetoric on agriculture especially in light of having relatively new Ministers of Agriculture who are reputed to be trained and passionate practicing agriculturists. In each island there appears to be definite moves to court the youth sector to more fundamentally engage with the agricultural sector, but there are varying degrees of

implementation. A great many suggestions have been made by persons and groups interviewed for this study as well as by other stakeholders in other fora. Most of these suggestions are genuinely well intentioned and workable although based on gut feelings and unscientific analysis. However, from the perspective of this current study, a useful starting point in crafting suitable and sustainable responses would be to first identify the critical issues that cannot be overlooked. These issues emerge from the preceding analysis and are as follows:

1. *Creating a positive mindset towards agriculture;*
2. *Utilizing agriculture to satisfy our food requirements;*
3. *Promoting the individual advancement agenda of agriculture;*
4. *Providing the technical capacity and dynamism for development;*
5. *Making land and capital more widely available; and*
6. *Breaking the value added barrier.*

It is important that these issues be addressed in a fundamental and structured way as superficial measures will be neither successful nor sustainable. We must therefore drill down to the core of the respective issues and draw from existing knowledge and experiences to arrive at suitable solutions. Best practices in the region and elsewhere should be carefully analysed to determine their applicability, and implementation should be guided by appropriate adjustments as required.

In *creating a positive mindset towards agriculture*, note must be taken of the negative stigma attached to agriculture dating back to the days of slavery, and strategies must be devised to ennoble work in the sector. Special career days for agriculture and public education campaigns should be promoted with the leading advocates being youth and student organizations and teachers of agriculture. This type of lobbying (from the ground upwards) will create greater momentum and success as it will galvanize ministers and policy makers into action in response to a popular call. However, apart from public education campaigns and special career days, a core requirement would be to correct the deficiency in education at the primary school level. The teaching of agriculture must become an integral part of the primary school curriculum (with daily instruction) and not an extra-curricular activity. To achieve this, a policy position should be triggered at the Ministerial level (Agriculture & Education) which must then be supported by the commissioning of a cross sector action team comprising the respective Permanent Secretaries and their Chief Technical Officers, as well as representatives of Teachers, Principals, Teachers Union and the Teacher Training Institutions. The aim of the action team would be to iron out all the issues and put in place a plan (with resource requirements) to achieve the teaching of agriculture to all primary school students. That plan will then be tabled to Cabinet for approval to be immediately followed by implementation and action.

In *utilizing agriculture to supply our food requirements*, we must examine our present food production levels, analyse our productive capacity, study our consumption patterns, decide to prioritise food security and project our future food production accordingly. This will entail a review of data and information on food importation levels (including commodity types), a comparison of local food

production and a projection of food consumption trends. Essentially this is a statistical exercise, designed to forecast food consumption and plan future production. Young people operate in an information age and would require reliable data upon which to base decisions about investments in agricultural production. Again, a policy decision should be taken on this matter at the ministerial level which would then trigger the formation of another cross-sector action team comprising the Permanent Secretary or Deputy in the MOA, the Director of Statistics, the Chief Economic Planner, the Chief Social Planner and representatives of the various producer organisations. The aim of this action team would be to overcome all the obstacles and develop a robust and reliable market intelligence system to report on past performance, project future trends and facilitate efficient production planning. The plan will then be taken to Cabinet for approval to be followed by immediate implementation and action.

In promoting the individual advancement agenda of agriculture, a professional public relations/marketing approach will have to be used. Documentation (written, audio, visual, virtual) will have to be gathered, analysed, organized and released so as to tell the good story of agriculture. The message that must be conveyed is of the success stories in the sector and of the opportunities available to young people who choose agriculture as a profession or vocation. The idea is to attract and entice young people into careers in agriculture. Therefore, this intervention would be best handled by a marketing firm with advice from a panel comprising agriculture officials and teachers, media personnel, youth leaders and business development officers.

An action team comprising a combination of technologically informed and business conscious persons will have to drive the process of *providing the technical capacity and dynamism for development* of the agricultural sector. Representatives of research and teaching organisations, producer associations, young farmers and financing institutions should be brought together under the leadership a senior MOA or MOE official to examine the availability and adaptability of new methods, techniques and technologies for agriculture. Special consideration would be given to the attractiveness of innovations to young farmers with the aim being to recommend upgrades based on suitability, efficiency and economic justification. These recommendations would then be tabled in Cabinet for approval and immediate implementation thereafter.

Making land and capital more widely available is probably the easiest strategy to implement, but it poses serious inherent dangers given the emotionalism surrounding land issues in the Caribbean. Land owners believe that they have the right to do as they please with their land and this is not helped by questionable government approvals that may have been granted to foreign developers on lands considered better for agriculture. Providing additional capital for investment in agriculture can also be easily accomplished by increased government and donor allocations, but that would do little to encourage efficiency and a business approach if the injected funds are perceived as free money.

The political will needs to be summoned to commission a thorough examination of historical and current land use patterns with the aim of proposing a land use policy

for implementation. The Prime Minister should lead this process with participation from the Ministers of Physical Planning, Agriculture, Tourism, Housing and The Environment. The National Trust should also be integrally involved in the work of that committee, which would make recommendations to Cabinet on a land use policy including the setting up of a land bank for agriculture. The experiences of BADMC and BYDS can also be used as guides for land lease programmes.

Capital can be made more widely available by placing more resources with existing institutions and requiring them to popularize and promote those funds via the media and increased field visits. It is also important to review the conditions for accessing those funds and make them more in line with the realities facing young entrepreneurs. Specifically, collateral conditions should be superseded by business planning and ability to pay considerations. Currently there are some island institutions like EGF, BYBT, BELFUND, SLDB and GYEI which are especially sensitive to the needs of young entrepreneurs and they should be targeted to administer any additional capital made available by donors.

Breaking the value added barrier is the final critical element which can unlock a creative revolution in agriculture. We have been pre-occupied in the Caribbean with a concept of agriculture driven by the mono-crop primary export. However, with the erosion of our preferential access to the European market and with globalization at our doorsteps, we can see clearly the need to refashion our concept of agriculture. The new approach must look at agro-processing and agri-business and it must target non-traditional markets in a systematic and sustained manner. Processing plants can be established in factory shells with co-operatives and individual producers being accommodated based on technically sound business proposals. 2nd and 3rd grade primary produce can be processed, packaged and stored for current and future consumption. Possible products can be mixed vegetables, boxed, bottled or canned juices, pickled cucumber, golden apple etc., jams and jellies, plantain chips, banana cereal and endless other products. An important target market would be the school children and their parents who can be persuaded to switch from foreign “junk foods” to healthier local snacks that are just as conveniently packaged and priced.

It should be noted though, that this is an area which transcends not just agriculture but also international trade, economic policy and investment, and would require a myriad of technical interventions in order to properly resolve. Therefore, while addressing the issue will assist in attracting young people to agriculture, the scope of this present study does not permit a sufficiently in-depth analysis to make proposals that will fundamentally and sustainably transform our agricultural sector to secondary production. Accordingly, further and more detailed study of this area would be required so as to ensure an integrated and sustainable approach is taken.

It should be noted that the action teams above are intended to facilitate speedy decision making with clear mandates from Cabinet. However, if such arrangements prove too loose, the teams can be formally incorporated into companies or other legally binding entities which are accountable to the Minister, the Cabinet or the Parliament as appropriate.

Recommendations

The agency heads and young persons encountered during the course of this consultancy demonstrated a strong passion and commitment towards the agricultural sector. This is borne out by the depth of their analysis of the issues and the solutions focus of their recommendations. A wide range of ideas and innovative solutions emerged from the various discussions and it would be useful to classify them according to the issues they sought to correct. A ten (10) point listing of the issues is proposed as follows:

1. *Image & Opportunities;*
2. *Profitability & Economic Viability;*
3. *Land Tenure & Empowerment;*
4. *Financing & Entrepreneurship;*
5. *Training & Development;*
6. *Technology & Innovation;*
7. *Production & Marketing;*
8. *Incentives & Motivation;*
9. *Sustainability & Risk Reduction;*
10. *Culture Change & Growth.*

All the above areas would require some level of financial resources to resolve and so not just CARUTA, but also other relevant agencies must be involved in interventions that seek to provide solutions. It is also important that proposed interventions are co-ordinated and fundamental (all embracing) rather than piecemeal. Accordingly, there must be proper analysis of the problems being encountered in order to arrive at rational recommendations. Table 3 below seeks to provide a rational analysis of the problems being encountered.

Table 3: Analysis of Problems

Problems	Causes	Possible Solutions
1. Lack of youth interest in agriculture	<ul style="list-style-type: none"> • Negative stigma (from slavery) • Negative news (uncompetitive) • Lack of technology & innovation 	<ul style="list-style-type: none"> • Promote nobility & profitability of agriculture • Promote necessity for agriculture • Promote application of appropriate technology
2. Inadequate enrolment in agricultural training	<ul style="list-style-type: none"> • No curriculum at primary school level • No universal training of pr/school teachers • Ag. Sci. not offered at some Sec/ schools 	<ul style="list-style-type: none"> • Amend primary school curriculum • Train all primary school teachers • Offer Ag. Sci. at all secondary schools
3. Insufficient young agri-entrepreneurs	<ul style="list-style-type: none"> • No enterprise culture • No enterprise training 	<ul style="list-style-type: none"> • Promote self employment • Provide enterprise training

Problems	Causes	Possible Solutions
	<ul style="list-style-type: none"> • Difficulty in accessing capital 	<ul style="list-style-type: none"> • Establish youth sensitive criteria for credit
4. Lack of innovation and dynamism	<ul style="list-style-type: none"> • Outdated techniques and technology • No incentives for technology upgrades 	<ul style="list-style-type: none"> • Introduce modern practices & equipment • Introduce incentives for technology upgrades
5. Lack of youth motivation	<ul style="list-style-type: none"> • Inadequate incentives • Few opportunities 	<ul style="list-style-type: none"> • Improve incentives • Introduce awards and opportunities
6. Production gluts and shortages (unstable prices)	<ul style="list-style-type: none"> • Lack of market intelligence • Lack of production forecasting 	<ul style="list-style-type: none"> • Introduce information gathering • Implement production scheduling system
7. Lack of support from established farmers	<ul style="list-style-type: none"> • Selfishness • Fear of being overtaken 	<ul style="list-style-type: none"> • Promote team spirit • Educate on the benefits of building successes
8. Insufficient support from hotels	<ul style="list-style-type: none"> • Relationships with middlemen importers • Insensitivity on farmers cash needs 	<ul style="list-style-type: none"> • Implement buy local first policy • Institute policy & penalties for late payment to farmers
9. Instability of earnings	<ul style="list-style-type: none"> • Fluctuating market forces • Predial larceny • Lack of insurance 	<ul style="list-style-type: none"> • Production scheduling • Greater policing of laws • Introduce crop insurance and pension schemes
10. Inadequate marketing arrangements	<ul style="list-style-type: none"> • Competition from large farmers • Undermining of joint marketing efforts 	<ul style="list-style-type: none"> • Introduce contract farming • Introduce penalties for going outside joint entity

The above table provides a logical framework within which to analyse the problems confronting agriculture in the Caribbean. Proper application of the framework will increase the likelihood of all pertinent issues being considered; and informed solutions being proposed. It will also facilitate the making of rational decisions which can be followed through for action.

In the previous chapter, I proposed six critical areas which cannot be overlooked in contemplating a revival of agriculture with a focus on youth. For ease of reference these issues which will be considered strategic priorities and action points and shall be repeated here, with Table 4, also identifying agencies and resource requirements.

1. *Creating a positive mindset towards agriculture;*
2. *Utilizing agriculture to satisfy our food requirements;*
3. *Promoting the individual advancement agenda of agriculture;*
4. *Providing the technical capacity and dynamism for development;*
5. *Making land and capital more widely available; and*
6. *Breaking the value added barrier.*

Table 4: Recommendations for Action

Strategic Priority & Action	Agency Responsible	Resource Requirements
<p>1. <i>Strategic Priority – Creating a positive mindset towards agriculture</i></p> <p>Actions</p> <ul style="list-style-type: none"> • Public education campaigns • Agriculture career days • Agriculture on primary curriculum • Cross-sector action team 	<p>MOA, Media, Partners MOA, MOE, Partners MOE, MOA, Teachers PS - Agriculture</p>	<p>Finance, media spots Finance, professionals Finance, technical Finance, materials</p>
<p>2. <i>Strategic Priority – Satisfying our food requirements</i></p> <p>Actions</p> <ul style="list-style-type: none"> • Gather production & consumption data • Enter and analyse data • Develop & implement system • Cross-sector action team 	<p>MOA, Farmer Orgs, Other State Agencies Statistics Department Director of Statistics DPS - Agriculture</p>	<p>Finance, personnel, materials, technical Personnel, technical Materials, technical Finance, materials</p>
<p>3. <i>Strategic Priority – Promoting individual advancement agenda</i></p> <p>Actions</p> <ul style="list-style-type: none"> • Engage Marketing/PR firm • Assemble documentation • Consult stakeholders • Cross-sector action team 	<p>MOA, Director of Info. MOA, Farmer Orgs, GIS MOE, Media , Youth Director of Information</p>	<p>Finance, technical Personnel, materials Finance, materials Finance, materials</p>
<p>4. <i>Strategic Priority – Providing technical capacity and dynamism</i></p> <p>Actions</p> <ul style="list-style-type: none"> • Study new developments • Recommend sector upgrades • Implement innovations 	<p>MOA, MOE, Partners MOA, MOE, Partners MOA, MOE, Farmers</p>	<p>Finance, technical Technical, materials Finance, technical</p>
<p>5. <i>Strategic Priority – Making land and capital available</i></p> <p>Actions</p> <ul style="list-style-type: none"> • Establish team led by Prime Minister • Consult with National Trust • Develop land use policy • Establish land bank • Establish youth sensitive criteria for agencies • Source and place entrepreneurial capital with appropriate agencies 	<p>Prime Minister, Minister of Agriculture PM's Office PS - Planning PS - Agriculture PS – Youth Affairs & Social Transformation PS – Finance & Economic Affairs</p>	<p>Finance, materials Technical, materials Finance, technical Finance, technical Technical, materials Finance, technical</p>

Strategic Priority & Action	Agency Responsible	Resource Requirements
<p>6. <i>Strategic Priority – Breaking the value added barrier</i></p> <p>Action</p> <ul style="list-style-type: none"> • Transition from primary mono-crop export • Engage in agro-processing & agri-business • Produce competitive commodities and snacks 	<p>MOA, MOE, Farmer Organisations</p> <p>MOA, NDC, Financial Institutions</p> <p>MOA, MOH, Farmers Organisations, Bureau of Standards</p>	<p>Finance, technical, materials</p> <p>Finance, technical, materials</p> <p>Finance, technical, materials</p>

The preceding recommendations are framed in the context of individual island interventions primarily because action is expected to be quicker at that level. It is also important that national policy makers and stakeholders can see and understand at a glance the extent and impact of interventions being proposed. If CARUTA and other agencies wish to undertake regional interventions it is also quite easy to extend the analysis to a multi-island level.

A critical element for successfully implementing the recommendations is securing the commitment of policy makers (Permanent Secretaries, Ministers, Cabinets & Prime Ministers). It is this commitment which will transform rhetoric into action and in particular, create a greater push for adequate levels of resources and proper policies. Ministers and Permanent Secretaries, although already committed to the sector must be engaged and lobbied to press home the points upon which urgent action is required. Direct lobbying by project and agency heads, and making presentations to policy makers and stakeholder groups including the public, will also assist in securing commitment to agriculture and rural development.

Public education campaigns that highlight the issues and the necessity for urgent action will also put pressure on policy makers and the political directorate to act more decisively. As people begin to appreciate the contribution of agriculture through these public education campaigns, interest in the sector will increase and will serve as the impetus for investment and growth. Young people who should be the primary targets of these campaigns will inevitably develop the required attitudes towards agriculture and this will create the innovative and dynamic spirit to advance the sector.

The other side of getting governments to act should come from working with farmers' and stakeholders' organisations (including youth groups) to agitate for needed changes in agriculture. Again, project and agency heads can work with those organisations to provide assistance with training and capacity building. Specific focus should be placed on sharpening advocacy skills so that these groups can make effective use of direct negotiation, networking with strategic partners and the media to put their issues on the priority agenda of Government.

Groups that are properly structured, successful and have a good reputation in the community will certainly be more influential in advocating for action on youth in agriculture and rural development. Therefore, careful attention must be paid to selecting well grounded and influential groups to work with, and to developing their capacity to advocate effectively for change. The issues confronting youth in agriculture and rural development are critical to the very survival and sustainability of small states, and so an approach which goes to the core rather than the surface must be adopted by stakeholder organisations.

In essence therefore, success will be achieved if only the issues are approached in a very fundamental and practical manner. Gaining a thorough understanding of the situation confronting young people and the agriculture sector has to be the first goal. Then we must be able to appreciate the factors which motivate young people and seek to use these to positively engage the youth in agriculture and rural development. It is then that we will have to consider specific interventions like public education programmes, training, capacity building, technology upgrades, land lease programmes, youth enterprise programmes and work brigades; that will attract and retain young people in agriculture and rural development.



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