A Year in

Review

Sharon Idahosa
CEO
Let's Talk Agriculture Limited

Coming in 2025
Video Podcast, TV Show, & More!

Impact, Innovation, & Growth

Key Highlights
From the year 2024

Transforming Africa's Agriculture Sector

Let's Talk Agriculture

Let's Talk AGRICULTURE SERVICES

- Brand Management
- Branding & Designs
- Sustainability-Focused Communications
- Climate-Smart Agriculture Campaigns
- Corporate Training

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Founder's Note

Hello, I'm Sharon Idahosa, Founder and CEO of Let's Talk Agriculture Limited.

During the pandemic, I saw firsthand the challenges so many families faced—food scarcity, limited access to daily meals. It was devastating. I knew I wanted to help, but my path wasn't about growing food or building a multimillion-dollar agribusiness; it was about communication.

I put my skills to work, crafting content to amplify agriculture's message and contributing to papers, magazines, and more to spread awareness.

But I wanted to do even more—and that's how Let's Talk Agriculture began as a podcast network.

In 2021, I launched the Let's Talk Agriculture Podcast to tell the untold stories of the agriculture industry, sparking meaningful conversations with industry leaders worldwide. It became a platform for exploring agriculture's critical issues, trends, and opportunities.

By 2022, Let's Talk Agriculture evolved into a full-fledged public relations and communications firm, dedicated to breaking the stereotypes around agriculture—that it's unattractive or lacks opportunity.

Today, Let's Talk Agriculture exists to reshape the narrative, telling the stories of agriculture businesses in compelling and attractive ways. We embrace emerging trends and innovations, all with the goal of benefiting the partners we serve and the agricultural sector at large. That's why we integrated AI technology—to deliver predictive, impactful campaigns that communicate our clients' work with powerful precision. With AI, we help our partners stay ahead, offering data-driven competitor insights and sentiment analysis to deepen their understanding of consumer perception.

At just two years old, Let's Talk Agriculture has accomplished a lot. We've partnered with industry leaders who recognize the unique value we bring to agriculture, and for that, I am profoundly grateful.

As a brand with a deep understanding of the agriculture sector, we are committed to raising awareness of global concerns. This commitment led us to introduce two essential services: Sustainability Communications and Climate-Smart Agriculture Campaigns, collaborating with brands that focus on these critical areas.

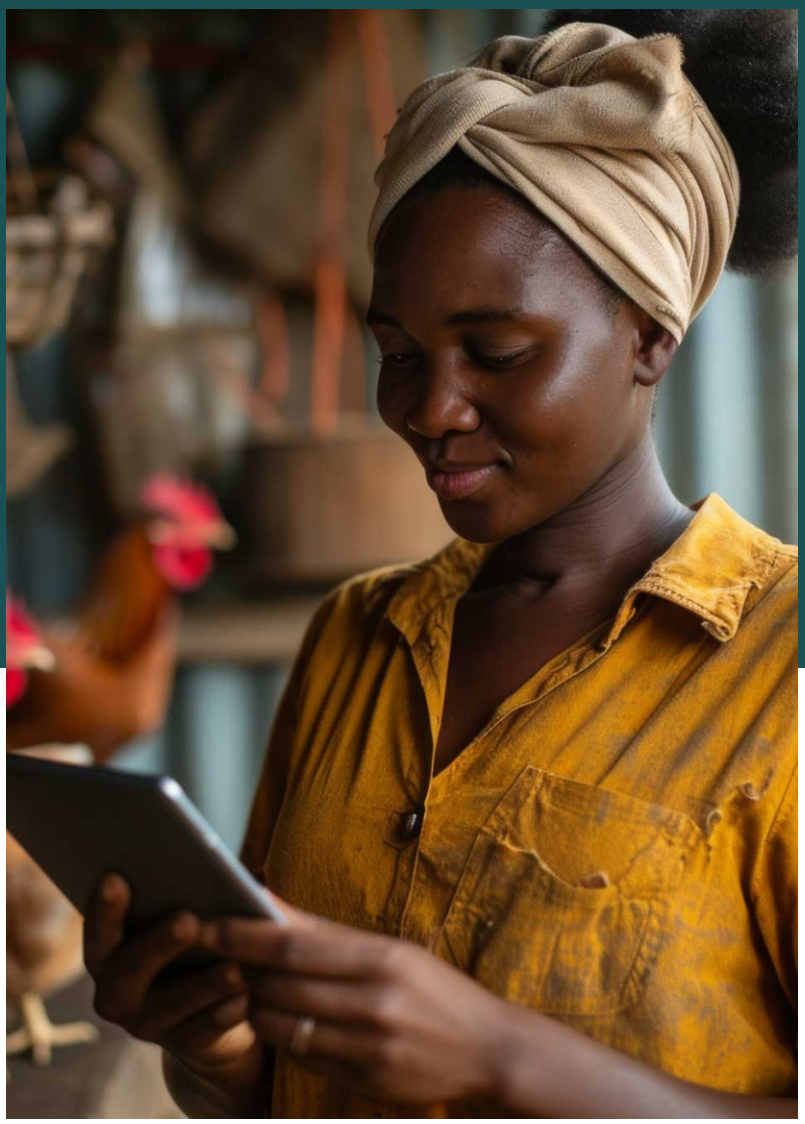
Looking ahead, I'm excited about the future. Agriculture has so much untapped potential, and we're only beginning our journey.

In 2025, we're launching two key initiatives:

Miss Agriculture Nigeria — a show dedicated to empowering young women in agriculture by fostering entrepreneurship, access to funding, and market-ready agribusiness opportunities.

DigiSkills Program — designed for women and youth, providing hands-on training in digital skills like website development, graphic design, video production, and animation to enhance their agribusiness capabilities.

I look forward to all that 2025 will bring as we embark on these impactful projects and continue this incredible journey.



Story of Let's Talk Agriculture Limited:

In 2021, Let's Talk Agriculture Limited was born as a podcast network with a mission to bring to light the untold stories in agriculture. We engaged industry experts, sparked vital conversations, and brought attention to innovations, challenges, and opportunities in the sector.

Over time, this platform evolved into a full-service PR and communications firm. Today, Let's Talk Agriculture Limited is recognized for its specialized focus on agriculture, offering tailored brand management, crisis communications, AI-driven campaigns, and media innovations.

Our services are designed to help agriculture businesses thrive in a rapidly changing digital landscape. From strategic thought leadership positioning to climate-smart communication campaigns, we're helping brands increase visibility, create impact, and drive results.

Our service offerings include:

- Brand Management
- Branding and Design
- Climate-Smart Agriculture Campaigns
- Training
- Sustainability Focused Communications

With a deep commitment to advancing agriculture, we also run capacity-building programs, empowering women and youth with digital skills. As we continue to grow, our vision remains the same—driving positive change in agriculture through innovative communication strategies.

Let's Talk Agriculture

Let's Talk

AGRICULTURE CORPORATE TRAINING PROGRAMS

Leadership Development Training

Communication Etiquette Training for New Hires

Virtual Communications & PR Bootcamps

To Partner with us, Send an email to

corporatecommunications@letstalkagriculture.com

Voices of Agriculture

Since its inception in 2021, the Let's Talk Agriculture podcast has been at the forefront of insightful discussions and groundbreaking conversations within the agricultural sector. Hosted by our visionary founder, Sharon Idahosa, the podcast has steadily grown into a hub of knowledge and opportunities for stakeholders, helping them navigate the fast-evolving world of agriculture.

The Beginning of Our Journey

In 2021, we embarked on this podcast journey with a mission: to provide a platform for sharing the latest happenings, trends, and opportunities in agriculture. It wasn't just about conversations; it was about creating a voice for agriculture, shining a spotlight on key issues, and offering practical insights that matter.

Our Objectives

Information Dissemination: Provide timely and relevant updates on agricultural trends.

Thought Leadership: Offer a platform for industry experts to share their insights and experience.

Opportunities: Uncover new avenues for growth and development within the sector.

Key Episodes and Impactful Conversations

Over the years, we've hosted 100 guests from across the globe—leading agricultural experts, innovators, and key stakeholders who've shaped the conversations around food security, sustainability, regenerative agriculture, climate-smart agriculture, agribusiness, and more.

Highlight of Notable Episodes

Women in Agriculture: Featuring female agripreneurs and their journey to leadership.

Innovations in Agritech: A deep dive into the role of technology in revolutionizing agriculture.

Food Security and Sustainability: Discussions with global thought leaders on building resilient food systems.

Podcast Themes We've Covered

Agribusiness Development
Climate-Smart Agriculture
Innovations in Farming and Agritech
Food Security and Nutrition
Gender Equality and Inclusion
Agricultural Finance
Sustainability
Blockchain Technology
Supply Chain

Building Thought Leadership in Agriculture

Through our carefully curated episodes, we've positioned the Let's Talk Agriculture podcast as a thought leadership platform. Experts from various sectors of agriculture have used our platform to establish themselves as voices of influence, driving conversations that shape the industry. We've helped foster connections, growth, and shared knowledge across continents.

Our podcast has become a reliable source of education, training, and inspiration, equipping stakeholders with the tools and knowledge they need to excel in their fields.

Statistics

518%
total podcast streams

15k+
average monthly downloads

70+
countries reached globally

4.9
podcast rating

Our Audience

71.7%
MEN

99.8%
18 - 60 yrs old

26.9%
WOMEN

Celebrating Our Podcast Partners

Our journey would not have been possible without the support and contributions of our valued podcast partners. These organizations and individuals have helped us amplify the reach and impact of the show, making it a resource for anyone interested in the agriculture space.

Spotlighting Our Partners:

Together, we have made agriculture more accessible, dynamic, and innovative.

What's Next for Our Podcast?

We're excited to announce that in 2025, we'll be launching our video podcast! This new format will allow us to deliver even richer, more engaging content to our audience, bringing visuals into our impactful conversations.

In addition, our Let's Talk Agriculture Media arm will continue to expand, with the upcoming launch of our TV show, Miss Agriculture Nigeria, and other exciting video projects. This shift will open new doors for interaction, allowing us to reach more people and showcase even more of the innovative work happening in agriculture.

LET'S TALK AGRICULTURE PODCAST

Join the leading platform for conversations shaping the future of agriculture

Opportunities Include:

1. Thought Leadership Positioning
2. Podcast Advertising
3. Podcast Sponsorship
4. Guest Feature

Take the Stage in 2025!

Ready to be featured?

Don't miss the opportunity to shape the narrative of agriculture.

podcast@letstalkagriculture.com

Who we are Mercy Corps AgriFin

Mercy Corps AgriFin collaborates with public and private sector partners to design, test, and scale digitally enabled products and services for low-income populations like small-scale producers (SSPs) and micro and small entrepreneurs. The goal is to boost their productivity, income, and resilience by 50% while ensuring that at least 40% of beneficiaries are women expanding the development, accessibility, and use of gender transformative digital tools for low-income women's livelihoods, income generation and agency as well as enhancing Women's Economic Opportunity, Inclusion and Decision-Making Power. AgriFin helps partners de-risk innovation, support inclusive service delivery, and develop sustainable business models.

AgriFin's core competencies lie across the following four main areas:

Program implementation according to set program objectives and stated potential outcomes.

Business strategy development and business model optimization including building gender-transformative and climate smart approaches and utilizing human-centered approaches for developing and deploying innovative and inclusive products, services, practices and policies.

Coaching and mentoring entrepreneurs to grow enterprises to their full potential.

Partnership building and Linking organizations to additional funding and investment .

The AgriFin approach involves a phased bundling of products linked to users' trust, demand, and capabilities, and adding more complex products as users become familiar with digital services. User-centric research and design methodologies address target group needs and preferences, promoting the active adoption of services with a strong focus on women and youth.
In Nigeria, AgriFin operates through strategic partnerships across key sectors such as agriculture, finance, markets, and climate resilience to empower low-income populations, particularly small-scale producers (SSPs). Some of the notable partners in this initiative include AgroMall, CoAmana, Zowasel, Extension Africa and ACRE Africa. These collaborations aim to design, pilot, and scale innovative, digitally enabled products and services tailored to the needs of SSPs.

For example, multi-pronged partnerships with FFOs like CoAmana and financial institutions like Sterling Bank and VFD Microfinance Bank help improve access to credit and embedded financial services, while collaborations with agro-based organizations like AgroMall and AFEX enhance access to inputs, markets, and agricultural knowledge. Partners such as Ignitia and Acre Africa contribute by offering climate-smart solutions and risk mitigation services like weather forecasting and agricultural insurance. Through these multifaceted engagements, AgriFin has been instrumental in supporting its partners to deliver impactful services to more than 600,000 small-scale producers in Nigeria, helping to enhance their productivity, financial inclusion, and resilience to challenges such as climate change.

At Sprout, a transformative initiative by Mercy Corps AgriFin, we envision a future where small-scale farmers across Africa are empowered with the tools, knowledge, and resources to thrive. Sprout is an open-access, public-good platform that offers scientific research that is transformed into easily digestible, farmer-friendly content. Through partnerships with Farmer-Facing Organizations (FFOs), we are helping farmers make informed decisions, improve yields, and build resilience to the ever-evolving challenges of climate change.

Sprout functions as a digital and scientific content library and services—ranging from weather data (scaling) and pest management and plant dates (future). These services connect organizations with essential agricultural resources and partners, scaling sustainable impacts throughout the agricultural value chain.

MERCY CORPS | AGRIFIN

Since launching in Nigeria in 2023, in collaboration with CGIAR's Excellence in Agronomy Program, we've co-created 7 ready-to-use, SMS-friendly datasets focused on Nigeria's major crops, including Soybean, Maize, Cassava, and Irish Potato. This content, accessible with a simple registration on the platform, empowers FFOs to equip their farmers with crucial, crop-specific insights.

In addition to these crop datasets, Sprout is scaling its Hyperlocal 7-Day Weather Forecasts. This GPS-based, SMS-format service offers localized weather forecasts that FFOs can share weekly with farmers, helping them plan harvests and optimize farm productivity. These content datasets and services are designed to integrate seamlessly into FFOs' existing communications, expanding farmers' knowledge, climate adaptability, and agricultural results.

Our mission extends beyond simply providing data. Sprout bridges the gap between farmers and the crucial, personalized insights they need to sustain their livelihoods. By working with expert Content and Service Organizations (CSOs), we translate specialized knowledge into accessible, digital-ready tools that can be delivered by FFOs to trusted farmer communities. Today, Sprout's growing ecosystem encompasses 30 CSOs and 120+ FFOs, offering over 160+ open datasets and services, impacting more than 3.4 million small-scale farmers across Africa.

Sprout's partnerships are already showing profound effects. In 2024, a GSMA survey reported that 89% of Nigerian farmers using CoAmana's, a Sprout FFO Partner, platform, bundled with Sprout content and services, experienced improved climate adaptability, while 90% reported enhanced yields. Many farmers highlighted advisory services and weather forecasts as the most valuable resources, with some seeing significant increasts in their usual yield and income. Furthermore, CGIAR's Excellence in Agronomy reported that Nigerian rice farmers using Sprout advisories outperformed target yields by 19% and an impressive 91% over baseline yields.

As we continue to expand, Sprout remains committed to revolutionizing agriculture through local, regional, and global collaborations that curate, test, and adapt content into farmer-friendly formats in local languages. Our content is designed for multiple digital channels, from SMS to IVR and short videos, providing flexible, accessible learning. With Sprout, FFOs not only improve farmer engagement but also grow their own revenue streams or social impact, reaching new levels of influence and sustainability.

Sprout is more than a digital platform; it's a movement for change—one that's cultivating resilience and sustainable growth, enabling small-scale farmers across Africa to secure a prosperous and resilient future.

MERCY CORPS | AGRIFIN

Sprout OPEN AGRICULTURE PLATFORM

Improving access to inclusive and adaptive digital financial services and digital information services by leveraging technology to increase small scale producer productivity and income while building resilience.

mercycorpsagrifin.org

Mercy Corps AgriFin

Towards a Sustainable Agri-Food Supply System

The food industry is under growing pressure to balance the need for safe, high-quality food with sustainability. Both new regulations and increasing consumer demand for transparency are prompting food companies to rethink their operations. At FoodChain ID, with 30 years of experience in the food supply chain, we recognize both the challenges and opportunities ahead, particularly the potential of regenerative agriculture to drive positive change.

Rising Regulatory Demands

New regulations, such as the European Union's CSRD and CSDD and various others globally, require companies to report their environmental impact alongside their financial statements. These disclosures will soon influence company credit ratings and ability to secure funding. Many food businesses are setting ambitious carbon reduction targets, aiming for net zero by 2030, focusing on Scope 1 (direct emissions) and Scope 2 (purchased energy) emissions. However, Scope 3 emissions - those linked to farming and supply chains - account for an average of 75% or more of the total carbon footprint. Reducing Scope 3 emissions is critical and urgent as the 2030 deadline for climate goals approaches.

The Promise of Regenerative Agriculture

Soil degradation and biodiversity loss are clear indicators of the need for change and regenerative agriculture, which improves soil health and biodiversity while reducing carbon emissions, is a key solution. Farmers using regenerative practices - such as reducing soil disturbance, maintaining soil cover, minimizing chemical inputs and enhancing biodiversity - can also contribute to carbon reductions in a meaningful way. Many are unaware that these practices can generate carbon credits, a type of tradable instrument or certificate that represents one ton of carbon dioxide equivalent, thus providing an additional income stream while helping companies meet their emission targets. Agriculture currently contributes less than 1% of global carbon credits, despite accounting for over 25% of global emissions, highlighting a significant opportunity for both farmers and companies.

Overcoming Financial Barriers

Transitioning to regenerative agriculture is challenging, with upfront costs being a major barrier. Benefits to soil health, biodiversity, and carbon sequestration take time to materialize, which can be difficult for farmers operating with tight margins. At FoodChain ID, we believe climate finance can help bridge this gap. By securing investment from banks, philanthropists and public funds, farmers can access the necessary capital to implement regenerative practices. Carbon credits generated through these practices can also be used as collateral, benefiting both farmers and investors.

FoodChain ID's Role in Supporting Farmers

Our mission at FoodChain ID is to support farmers in their transition to regenerative agriculture and help them unlock new revenue streams through carbon credits. We work with partners to generate both carbon dioxide “avoidance” and “removal” credits, ensuring farmers protect their existing carbon stocks and improve their practices for the future. By combining carbon credits with regenerative agriculture certification, we offer farmers a clear path to sustainability and formal recognition of their efforts. We are currently engaged in various projects in African countries, including Nigeria, supporting farmers in implementing sustainable practices aimed at improving food security, exports and farmers' livelihoods, while increasing climate resilience and boosting yields.

Though the journey toward a sustainable agri-food system is challenging, FoodChain ID is dedicated to helping the industry meet its sustainability goals, while supporting farmers in building a more resilient future.

To learn more about how we can help your business or farm make the transition to sustainability, visit us at www.foodchainid.com

FOODCHAIN ID

We make it easier to keep the food supply safe and transparent.

PROFARM

VEGETARIAN

VEGAN

SUSTAINABLE HARVEST INTERNATIONAL

The Problem

Imagine relying on a small plot of land to feed your family, only to watch the soil weakenwith every harvest. This is the reality for most of the world's 500 million small-scalefarmers using conventional farming practices that degrade the land, not knowing anotherway to provide for their families. Thankfully, there is a way forward that nurtures bothpeople and the planet: regenerative agriculture. Sustainable Harvest International (SHI)has worked with 4,000 low-income farmers to restore 30,000 acres and plant over 5million trees. And we're only getting started.

The Solution

SHI's program provides a holistic approach to regenerative agriculture, empoweringfamily farmers to become community leaders in sustainability. Farmers in SHI's programreceive customized, hands-on technical assistance that combines traditional knowledgewith innovative sustainable methods. SHI's field trainers work alongside each family,guiding them to create agroecological systems that regenerate the land and improvenutrition. This approach addresses key issues like food security, soil fertility, andbiodiversity to ensure farmers can provide for their families and communities long-term.

Through environmental stewardship, small business development, and sustainablefarming, SHI's program and partner farmers transform lives and landscapes. Farmerslearn techniques such as cover cropping and composting, which improve soil health andincrease yields - providing dignified livelihoods. Farmers are also introduced toclimate-resilient technologies, like composting latrines and wood-conserving stoves,which reduce deforestation and promote better health.

Since each small-scale farmer has unique needs, SHI's program is customized to eachfamily's goals. By participating in workshops, field visits, and peer-to-peer learningopportunities, farmers not only gain technical knowledge but also grow as localadvocates for sustainable practices. The farmers we train then spread the word to theirneighbors and beyond, creating a network of farmers dedicated to preserving naturalresources for future generations.

Learn More

In our latest documentary, Roots of Renewal, you'll witness the heroic acts of SHI'spartner farmers across Central America. Join our Founder Flo Reed as she meets threefamily farmers who embody resilience, vision, and commitment to their communities.Through their stories, you'll see firsthand how agroecology promises a more sustainablefuture for everyone.

Visit our website at sustainableharvest.org/roots-of-renewal to watch the film, learn moreabout our programs, and discover how you can support these community-led e orts torestore the earth, one farm at a time.

SOLUTIONS

Advancing Nutrition and Resilience in Africa's Food Systems

Africa is facing an unprecedented nutrition and food security crisis. Nearly 840 million peoplecannot afford a healthy diet, while 278 million experience hunger daily. Widespread micronutrientdeficiencies contribute to severe health and economic consequences, like anaemia —affectingover 40% of women. Projections indicate that by 2030, Africa will host over half of the world's 582million chronically undernourished people, making the need for scalable, sustainable, andsolutions urgent.

HarvestPlus Solutions (HPS) is a purpose-driven global networked organization tackling thechallenges of global food and nutrition security. HPS is primarily working towards accelerating thescaling of groundbreaking innovation of HarvestPlus and CGIAR. HarvestPlus, a global leader inbiofortification, has developed nutrient-enriched staple crops—such as iron beans, zinc wheat,and vitamin A maize—that provide essential nutrients to combat malnutrition directly through diet.

With over 440 biofortified crop varieties approved across more than 40 countries, HarvestPlus hasalready benefited over 330 million people in Asia, Africa and Latin America.

Through biofortification and strategic partnerships, HPS aims to create a healthier, and morenutrition secure future for communities across the continent.

A Localized Approach to Sustainable Food Systems

Recognizing that each country has unique needs, HPS focuses on four strategic pillars formaximum impact in Africa:

Market Catalyzation:

We build strong networks with small and medium enterprises (SMEs)and local organizations, creating essential infrastructure like seed banks and nutritiontesting facilities. This approach also includes developing operational toolkits andstandardized protocols to enhance efficiency and effectiveness. And building a robust poolof local leaders is prioritized to ensure sustainable growth and empowerment within thecommunity.

Food Systems Strengthening:

This pillar aims to engage the private sector in adopting andcommercializing innovative solutions, while also de-risking early product pilots toencourage new ventures. Efforts focus on building the capacity of SMEs to mobilize capitaleffectively, ensuring they can scale and sustain their operations. Additionally, sharing bestpractices across the sector is encouraged to drive overall improvements in food securityand nutrition outcomes.

Nutrition Delivery:

This pillar aims to engage the private sector in adopting andcommercializing innovative solutions, while also de-risking early product pilots toencourage new ventures. Efforts focus on building the capacity of SMEs to mobilize capitaleffectively, ensuring they can scale and sustain their operations. Additionally, sharing bestpractices across the sector is encouraged to drive overall improvements in food securityand nutrition outcomes.

SOLUTIONS

Fostering Innovation

We identify and overcome country-specific challenges, such asreducing aflatoxin in vitamin A maize and increasing IPM shelf life. Value chain integrity isensured through traceability systems, while commercial models like school feeding arescaled for broader impact.

Join Us in Building an Inclusive, Nutritious Africa

With offices in Nigeria and Kenya, HarvestPlus Solutions is deeply rooted in Africa's uniquecontexts. By building capacity among farmers, SMEs, and non-profits, HPS is developing local leadership for sustainable food systems. In partnership with public, private, and non-profit sectors, HPS is scaling its reach to benefit millions more in Africa.

Partner with us to transform food systems across Africa, making them more nutritious, inclusive,and resilient.

https://harvestplus.solutions/partner-with-us/

SOLUTIONS

Bringing nutritious food from farm to table

Enhancing nutrition through sustainable agriculture

Services offered by HarvestPlus Solutions:

- Seed sourcing
- Seed multiplication
- Extension services
- Crop aggregation
- Nutrient testing
- Culinary innovation
- Consumer marketing

SOLUTIONS

To know more
scan the QR code

Global Impact, Local Expertise

Our Partners, Our Strength

At Let's Talk Agriculture, we believe that collaboration is the key to driving sustainable growth. Our work is fueled by the trust and support of our incredible partners. These brands have played a pivotal role in our journey, and together, we've delivered solutions that have made an impact across the agricultural sector.

In this feature, we'll showcase stories of mutual growth, success, and how we've collectively contributed to promoting sustainable agriculture. From brand management and reputation management to media relations and thought leadership positioning, we've consistently delivered results that matter.

Agro Market Square

Agro Market Square is a leading digital marketplace connecting farmers and buyers, enabling smoother trade across Africa. Our collaboration with Agro Market Square focused on brand management, content creation, and running impactful campaigns to drive awareness and engagement. Our strategies helped launch their marketplace successfully, leveraging targeted social media campaigns and animation videos in both Pidgin and English to appeal to their diverse audience.

Discover how Agro Market Square is revolutionizing the agriculture trade.

Learn More (agromarketsquare.com)

MEDA (Mennonite Economic Development Associates)

MEDA is committed to creating sustainable solutions to poverty through entrepreneurship in developing countries. We worked closely with MEDA, both in Nigeria and Canada, to position their executives as thought leaders in the agriculture space. Our efforts included podcast features, strategic media relations, and content creation, helping to amplify their voice globally.

Read more about the thought leadership positioning from MEDA's perspective in their blog post here.

Explore MEDA's innovative approaches to poverty alleviation and agriculture development. Visit MEDA's Website (meda.org)

AGRO
MARKET SQUARE

ABOUT US

At Agro Market Square, we seamlessly integrate the agricultural supply chain, ensuring access to high-quality, safe, and affordable agro products.

Our Vision is to create Nigeria's most accessible value chain platform while developing an efficient supply chain to support the distribution of agricultural products.

AGRO DISTRIBUTION CHANNELS

~Agro Market Square Wholesale

~Agro Market Square Retail

~Agro Market Square Direct Purchase (Online)

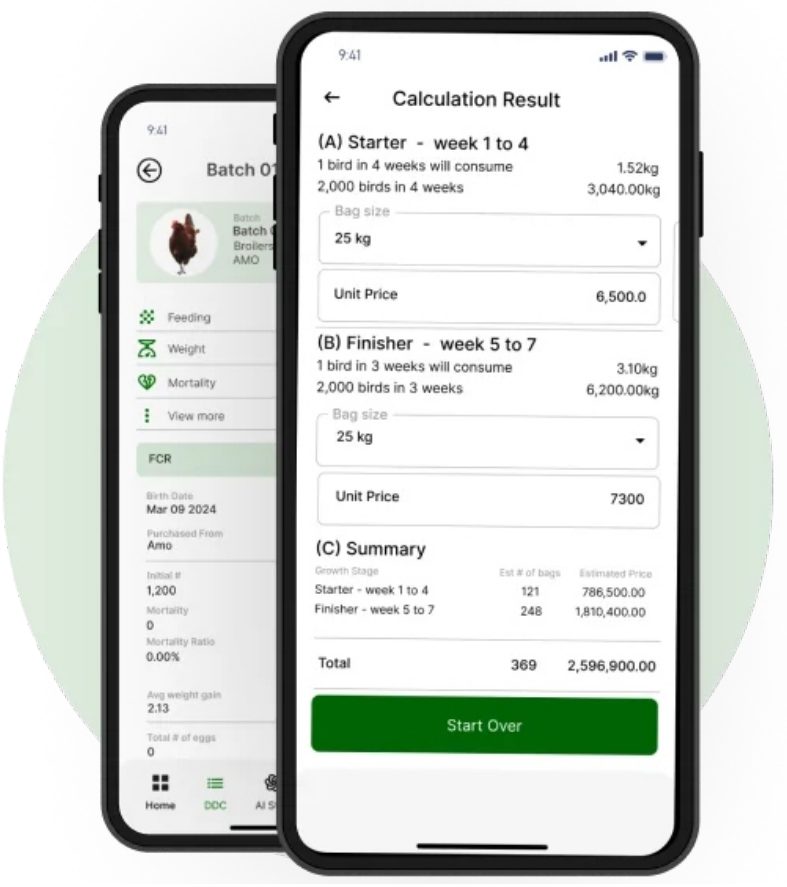
~Agro Market Square Export

www.agromarketsquare.com

BNS Agri

BNS Agri Pte. Ltd., is a Singapore-based company specializing in the import, export, and sourcing of agricultural commodities. Their product portfolio includes soybean, raw cashew nuts, sesame seeds, shea nuts, and refined products like rice, margarine, and palm olein. BNS Agri focuses on supplying high-quality products to markets worldwide, with a strong presence in East and West Africa. They also provide tailored packaging solutions for retail and industrial buyers to enhance product shelf life and reduce costs.

BNS Agri aims to bridge the gap between agricultural producers and consumers through direct sourcing and efficient logistics.



Yiieldy

Yiieldy is transforming the poultry industry with their tech-driven solutions aimed at reducing feed costs and boosting productivity. We worked with Yiieldy to manage brand positioning, media relations, and deliver impactful campaigns that emphasized their mission of supporting farmers through technology. Our partnership also saw us managing their training events, from branding materials to media coverage.

Explore how Yiieldy is changing the game for poultry farmers. Visit Yiieldy (yiieldy.com)

A Collective Impact on Sustainable Agriculture

Agrocan Tanzania

Agrocan Tanzania is a key player in agribusiness across East Africa, supporting sustainable farming initiatives.

In partnership with Agrocan, we managed content creation, brand positioning, and launched awareness campaigns that highlighted their contribution to sustainable agriculture in the region. Through our campaigns, Agrocan saw a significant increase in engagement and visibility.

Learn more about Agrocan's impact in East African agriculture. Discover Agrocan (agrocan.co.tz)

FoodChain ID

FoodChain ID provides food safety and sustainability solutions across the agriculture and food industries. Our role with FoodChain ID involved building thought leadership for their staff and partners through podcasts, social media

campaigns, video reels, and blog content. This partnership has helped position FoodChain ID as a leader in sustainability, reaching a wider audience with their critical services.

Learn more about FoodChain ID's dedication to food safety and sustainability. Visit FoodChain ID (foodchainid.com)

Opportunity International

Opportunity International is a global organization empowering people in developing nations through financial inclusion and entrepreneurship support. Our collaboration focused on thought leadership positioning through podcast features, blogs, and media relations. By amplifying their initiatives, we've helped

increase awareness of their role in agribusiness support and financial solutions for farmers.

Discover how Opportunity International is empowering communities through financial inclusion. Learn More (opportunity.org)

Through these collaborations,

we've collectively championed sustainability, financial inclusion, innovation, and entrepreneurship within the agricultural sector. Our partners have trusted us to manage their brands, deliver effective campaigns, and position them as thought leaders in their respective fields.

Their stories are a testament to the power of collaboration and the lasting impact we can make when we work together.

Want to collaborate?

Let's discuss how we can create lasting impact together

Contact us

Future-Ready Agribusiness- AI & Technology

The agricultural industry is evolving rapidly, and staying ahead of the curve requires embracing technological advancements that can drive significant change. At Let's Talk Agriculture, we believe that the future of agribusiness lies in adopting AI and other cutting-edge technologies to enhance productivity, efficiency, and market competitiveness.

Why the Agriculture Sector Needs AI

The agriculture sector is facing increasing pressure to optimize resources, address climate challenges, and meet the growing demands of a global population. AI is at the forefront of this transformation, offering solutions that can streamline operations, forecast trends, and make data-driven decisions. From predictive analytics to precision farming, the role of AI is critical in reshaping how we approach agriculture.

Failing to adopt AI means lagging behind in a competitive landscape. Agricultural businesses that leverage AI can:

Predict market trends and make proactive decisions.

Enhance operational efficiency through automation and smart technologies.

Stay ahead of competitors with real-time insights and data-driven strategies.

Adapt to changing consumer sentiments using sentiment analysis and media monitoring tools.

At Let's Talk Agriculture, we're leading the charge in this revolution.

Our AI-Driven Services:
Leading the Future of Agriculture

We've made significant strides in adopting AI technologies to help our clients achieve remarkable results. Our AI-driven services are designed to give agriculture businesses the edge they need to thrive in an increasingly digital world.

Predictive & Impactful Campaigns: Through advanced data analytics, we develop marketing and PR campaigns that anticipate trends and help brands stay ahead. Our predictive capabilities ensure that every campaign is not only timely but also resonates with the target audience, delivering measurable results.

Competitor Insights: Staying ahead of the competition is crucial. Our AI tools provide in-depth competitor analysis, allowing brands to understand their positioning and outperform rivals with smarter strategies.

Sentiment Analysis: Understanding how consumers feel about your brand and products is key to making informed decisions. We use AI to monitor and analyze social media, customer feedback, and other data points, helping brands improve their reputation and adapt quickly to changing perceptions.

Shaping the Future of Agribusiness

As the agriculture sector continues to evolve, it's crucial to embrace the tools and innovations that will shape the future. At Let's Talk Agriculture, we are committed to helping businesses navigate this shift, ensuring they are not only prepared but equipped to lead in the new age of agribusiness.

Some brands shaping the future of Agribusiness through AI

Yiieldy

From the CEO's Desk:

At Yiieldy, we are leading the way in transforming agriculture in Africa through innovative technology and advanced solutions. Our mission is to empower farmers with the necessary tools and knowledge to maximise their yields, reduce farming costs, and adopt sustainable farming practices.

Since our inception, Yiieldy has made significant progress in changing the agricultural landscape. We have been instrumental in reducing feed costs and increasing productivity within the poultry farming sector. Our flagship product, the Fiidz app, helps farmers optimise their operations and achieve better financial outcomes by providing practical solutions and expert advice.

We are committed to excellence by integrating artificial intelligence (AI) into agriculture. Our AI-powered insights provide farmers with actionable data to optimise yield and improve farm management.

Mfon Uwa

Q&A

1. What motivated your organisation to explore AI technologies within the agriculture sector?

Our passion for innovation and commitment to enhancing the lives of farmers inspired us to explore AI technologies. Integrating AI into agriculture can foster a more innovative, resilient, and prosperous farming community. We are deeply dedicated to addressing the critical challenges that farmers face today. Here are some of the key motivators behind our efforts:

1. Maximizing Efficiency: Traditional farming relies on manual labour and intuition, which can be inefficient. We see AI as a tool to enhance precision and streamline farm operations through data-driven actions.

2. Productivity in Livestock Farming: Ensuring that feed input is proportional to output (meat, eggs, or milk) is essential for productivity. AI helps optimise resource use for better results.

3. Sustainability: With the growing need for sustainable farming, AI offers solutions that reduce waste and improve resource management, enabling farmers to adopt environmentally friendly and profitable practices.

2. How do you foresee AI transforming farming practices in the next few years?

AI is transforming farming significantly and will continue in the coming years. Precision Agriculture uses AI to enhance crop monitoring, allowing farmers to collect detailed data on soil conditions, moisture levels, and crop health through sensors and drones. This enables precise application of water, fertilisers, and pesticides, optimising resource use and reducing waste.

In livestock management, AI provides real-time health diagnostics, improving animal welfare and reducing disease-related losses. Additionally, AI offers personalised farming advice by analysing individual farm data, helping farmers make informed crop selection and management decisions.

Overall, AI will continue to empower farmers with unprecedented tools and insights, leading to more efficient, sustainable, and profitable practices in the future.

3. What specific AI applications are you currently utilising in your agricultural operations?

Yiieldy is utilising various AI applications to transform agricultural operations and empower farmers. In livestock management, our AI solutions provide real-time analysis of inputs and outputs and health monitoring for poultry and other livestock. Additionally, our AI systems analyse individual farm data to offer personalised recommendations and educational content. These insights equip farmers with the knowledge to implement best practices and enhance their operations.

4. What challenges have you encountered in implementing AI solutions in agriculture, and how are you addressing them?

We face several challenges:

a. Resistance to Change: Many farmers hesitate to adopt new technologies due to unfamiliarity and scepticism about their benefits.

b. Traditional methods: Many farms use conventional techniques that are not compatible with modern AI systems, complicating integration.

c. Customisation and Scalability: AI solutions must be customisable to fit different farm needs and scalable for growth.

To overcome these challenges, we build strong relationships with farmers by conducting workshops, demonstrations, and pilot programs highlighting AI's benefits. Secondly, our solutions are user-friendly, seamlessly integrate with their existing practices, and offer technical assistance during the transition. Lastly, our adaptable and customisable AI solutions can be tailored to specific needs and expanded as farmers' operations grow.

5. How do you ensure that AI is used sustainably and ethically within your agricultural practices?

a. We prioritise the privacy and security of farmers' data by complying with strict data protection regulations. All personal and farm-related information is securely stored and used only with the farmer's consent, and we communicate how data is collected and protected.

b. Our AI solutions promote sustainable farming by optimising resource use and reducing waste. For example, our Fiidz app helps poultry farmers minimise feed waste, fostering a healthier ecosystem.

c. We aim to make our AI solutions accessible to farmers of all sizes by offering affordable and scalable technologies, ensuring that small and medium-sized farms can benefit from AI advancements.

d. We follow ethical guidelines in developing and deploying our AI systems, avoiding bias, ensuring fairness, and regularly auditing to prevent unintended negative consequences.

e. Our goal is to empower farmers with AI rather than replace them. We enhance decision-making and efficiency by providing tools that meet farmers' real needs, involving them in the development process, and seeking feedback.

6. What metrics do you use to evaluate the success of AI initiatives in your agricultural processes?

We assess farmers' adoption rate of AI technologies and their overall satisfaction with these tools. Surveys and direct feedback enable us to evaluate user experience and pinpoint areas for improvement.
Additionally, we monitor and measure improvements in resource usage efficiency.
Furthermore, we consider the overall economic impact of our AI solutions on farming operations, including increases in profitability and financial stability for farmers.

7. How do you address concerns from farmers regarding the reliability and accuracy of AI technologies?

We establish transparent communication with farmers to help them understand the benefits of AI.
Additionally, we offer comprehensive training programs and ongoing support to ensure farmers feel comfortable using AI technologies.
Finally, by actively listening to their experiences and addressing their concerns, we ensure that our solutions align with their needs and foster trust over time.

8. What investment strategies do you recommend for organisations looking to integrate AI into their agricultural practices?

The starting point may be a small-scale pilot project to test AI applications, gather data, understand the technology's impact, and make necessary adjustments before full-scale implementation.
Next, investment in robust data collection and storage infrastructure, such as sensors, IoT devices, and cloud-based platforms, will ensure you have accurate and comprehensive data.
Additionally, collaborate with AI experts, technology companies, and research institutions to access the latest technology and expertise.
It's also crucial to ensure that farmers and staff receive proper training in using AI technologies. This training will significantly enhance adoption and maximise the benefits of AI.
Finally, continuously monitor and evaluate the impact of AI on productivity, cost savings, and environmental sustainability. Use this data to refine and improve AI applications over time.

9. How important is farmer education and training in the successful adoption of AI technologies?

For several reasons, farmer education and training are essential for successfully adopting AI technologies in agriculture. They help overcome resistance to change, enhance understanding of the technology, and build trust. Additionally, providing education and training empowers farmers, ensuring they are informed and equipped to fully harness the potential of AI for a sustainable and profitable future.

10. What long-term vision do you have for AI in agriculture, and how do you plan to achieve it?

At Yiieldy, our long-term vision for AI in agriculture is to create a future where technology and traditional farming practices blend seamlessly to drive unprecedented efficiency, sustainability, and profitability. Our goal is to empower farmers with advanced AI tools that optimise their operations and help them adapt to the evolving challenges of the agricultural landscape.

"As we look to the future, we envision AI as the cornerstone of a new agricultural era, where technology harmonises with tradition. At Yiieldy, our commitment is to harness AI's transformative power to create a seamless fusion of innovation and sustainability. AI will empower farmers with once unimaginable insights, enabling them to cultivate more efficiently, predict challenges before they arise, and adapt swiftly to changing conditions. Our vision is clear: to lead the agricultural revolution, ensuring that every farmer, field, and harvest benefits from the boundless potential of artificial intelligence."

Jehiel Oliver

From the CEO's Desk:

1. What motivated your organisation to explore AI technologies within the agriculture sector?

AI has become a powerful tool that is transforming sectors globally, and at Hello Tractor, we recognized early on that agriculture should be part of this wave of innovation. From the beginning, we saw the unique potential of AI to address fundamental challenges in agriculture. Farmers, especially smallholder farmers who produce a significant share of the world's food, face major hurdles—whether it's the unpredictability of weather, limited access to resources, or simply not having the equipment they need to farm effectively. AI presented a clear path forward to make life easier for these farmers by helping them make smarter, data-driven decisions.

2. How do you foresee AI transforming farming practices in the next few years?

As we look at AI's future in farming, I believe its potential in Africa is enormous. In more established agricultural markets, like the U.S., farmers have a robust network of agronomists and field agents, often supported by land-grant universities and government programs, to bring expert advice directly to the fields. But in Africa, governments don't have the budgets to build this type of infrastructure at scale, which creates an advice and knowledge gap for smallholder farmers. This is where AI can make an immediate difference.

At Hello Tractor, we see AI as a leapfrog opportunity to bring critical, affordable agronomic insights directly to farmers, bridging the gap in access to expertise and resources. Through our AI-powered Agri-Agent, we can provide personalized, data-driven recommendations on everything from planting schedules and pest management to conservation practices and optimal harvesting times.

This allows us to deliver the same high-quality insights that farmers in other regions receive, but in a more scalable, accessible format.

The future of AI in agriculture isn't just about automating processes—it's about precision and contextual understanding. For instance, our Agri-Agent has been designed to integrate localized data from sources like the Kenya Agricultural and Livestock Research Organization and the International Livestock Research Institute. This means we can tailor our recommendations based on local crop types, soil conditions, and climate realities specific to regions like Ahero in Kenya. As AI and compute power advance, we can expand the complexity and depth of these recommendations, truly enabling farmers to make informed decisions that improve their yields, reduce costs, and sustainably manage their operations.

In the next few years, I see AI transforming agriculture by putting powerful tools for knowledge and productivity directly into farmers' hands. Imagine a farmer receiving a real-time, AI-driven advisory message on the best time to plant, calibrated for their exact region and crop. Or, a tractor operator remotely optimizing routes based on AI recommendations that integrate local weather patterns. This technology is more than just a productivity booster; it's a way to close systemic gaps, boost food security, and foster a more resilient agriculture ecosystem in Africa.

3. What specific AI applications are you currently utilizing in your agricultural operations?

As we continue to scale Hello Tractor, our AI-powered Agricultural Agent has become a cornerstone of our technology strategy. This tool is designed to assist farmers, tractor owners, operators, and booking agents by providing insights and streamlining daily operations across the entire agricultural ecosystem.

One of the core applications of our AI is delivering real-time, tailored recommendations. For example, the AI agent can advise farmers on optimal planting times, pest management, and harvest schedules – all customized to local cultural and geographic factors. This level of personalized guidance is critical, especially in regions where traditional agronomic support is limited or unavailable.

We have also designed the AI agent to automate many routine tasks that otherwise consume valuable time for our stakeholders. It simplifies the booking process, assists with tractor operations, and keeps the communication channels open between farmers, booking agents, and our call center. By automating these interactions, the AI agent helps us provide faster, more reliable service to farmers, while freeing up resources for other areas.

Additionally, we see AI as a powerful tool for promoting conservation agriculture among smallholder farmers. Through data-driven insights, we are able to show farmers how they can improve yields and reduce costs through sustainable practices. And by integrating this agent with platforms like WhatsApp, we are meeting farmers where they are—making these insights accessible, timely, and relevant.

Our goal is to support each user in making better decisions, improving productivity, and ultimately enhancing their livelihoods. This AI-driven approach not only optimizes the work we're doing but ensures that our stakeholders are empowered with the right information, at the right time.

4. What challenges have you encountered in implementing AI solutions in agriculture, and how are you addressing them?

There's a tremendous need to harness local data to train natural language processing (NLP) models that truly resonate with the African context. I am incredibly excited about the potential of Retrieval Augmented Generation (RAG) to localize AI models like Google's Gemini or OpenAI's ChatGPT.

At Hello Tractor, we have been leveraging this technology to enhance our Hello Tractor agronomic content through a radio station made available to our tractor operators. The Radio content is generated through Notebook LM, a new feature in the Gemini model. By integrating localized data and advanced AI, we're able to algorithmically target and deliver timely, relevant, and culturally appropriate information to smallholder farmers across Africa.

Here's how it works: RAG allows us to feed localized datasets—covering regional languages, dialects, and agricultural practices—into AI models like Gemini. This means the AI doesn't just understand generic agricultural concepts; it understands the nuances of farming in specific African community contexts. Our tractor operators, equipped with our tractor dashboard app, can listen to this content on their way to the fields, access tailored information on their upcoming jobs, and share this tailored information directly with the farmers they serve.

For example, when an operator is about to assist with planting in a particular region, the app provides insights specific to that area's soil conditions, weather patterns, and crop varieties—all generated through our localized AI model. This empowers our operators to act as extension agents, bridging the information gap that has long hindered agricultural productivity in rural communities.

5. How do you ensure that AI is used sustainably and ethically within your agricultural practices?

As we integrate AI into our operations, we are very intentional about ensuring it's done sustainably and ethically. Our approach starts with building a robust, well-rounded knowledge base to guide AI-driven recommendations. We have also created a comprehensive content library sourced from a mix of third-party research, local insights, and collaborations with partners like OCP, ensuring our AI has access to reliable, field-tested agricultural knowledge. This way, our AI solutions deliver accurate, contextually relevant information to farmers, from crop care to soil management, with insights tailored to their specific regions.

Additionally, we are committed to ethical data practices. Our AI agent, for example, has been developed around the unique geographic and socio-cultural context of our users – such as rice farmers in Ahero, Kenya or wheat farmers in northern Nigeria. This focus helps the AI deliver culturally appropriate advice, reinforcing our respect for local practices. We also actively gather feedback through user interviews and focus groups – involving over 100 farmers in usability testing to fine-tune the system. This participatory approach allows us to build trust and ensure the AI serves real needs.

Finally, we strive to ensure accessibility and inclusivity. By integrating the AI agent with platforms like WhatsApp, we're making AI insights accessible even in regions with limited connectivity and digital literacy. Our goal is not only to use AI for operational efficiency but to truly empower rural farmers with actionable insights that support sustainable and ethical farming practices.

6. What metrics do you use to evaluate the success of AI initiatives in your agricultural processes?

When evaluating our AI initiatives, we look closely at a few key metrics that show us how well we're meeting the needs of farmers and stakeholders. One of the most telling is our 'returning user rate.' Right now, we're seeing a return rate of around 60-70%, which speaks volumes. It means that farmers are finding real value in the Agri-Agent's insights, and they trust it enough to come back for more sessions and training. That level of engagement is a strong indicator that we're delivering something meaningful.

We also pay a lot of attention to user feedback, especially around the accuracy, relevance, and clarity of the AI's responses. Farmers are busy people—they don't have time for vague or irrelevant information. They want quick, accurate answers that are practical for their specific challenges.

By refining the AI based on their input, we're able to make it more precise and helpful over time. We see this feedback in two ways: reduced follow-up questions, which tell us the answers are clear, and an increase in curiosity-driven follow-ups, where farmers explore additional features or topics. This shows us that they're getting comfortable and beginning to embrace the potential of technology in their operations.

Lastly, we track the AI's ability to retain and use context across conversations. For instance, it can recall a farmer's previous questions and integrate real-time data like weather forecasts or soil conditions, making each interaction more relevant. This ability to adapt to each user's evolving needs is one of the biggest indicators of the AI's effectiveness. Our goal is to offer a service that isn't just responsive but anticipatory, really elevating the support we provide to farmers in their day-to-day decisions.

7. How do you address concerns from farmers regarding the reliability and accuracy of AI technologies?

Building trust in AI among farmers starts with collaboration and transparency. From day one, we've made it a priority to involve farmers in the development of our technology. We run usability tests, conduct focus groups, and hold open feedback sessions to understand the challenges they face on the ground. This constant dialogue not only fine-tunes the AI to meet real needs but also shows farmers that their input shapes the very tool they're using.

Our approach goes beyond just gathering feedback—we're committed to making the AI relevant to each farmer's specific environment. For example, the AI doesn't just offer generic advice; it's trained on a library of regional data covering everything from pest management to crop schedules tailored to local conditions. This ensures that a rice farmer in Kenya, for instance, receives insights that make sense for their climate and cultural practices.

Accessibility is also key. By integrating the AI with familiar platforms like WhatsApp, we're meeting farmers where they are. They can interact with the AI easily, right on their mobile phones, and receive real-time, accurate recommendations without needing to navigate complex technology. When farmers see the AI adapting to their needs and responding quickly to their questions, that's where the trust starts to build. It's about creating technology that's as reliable as the tools they've depended on for generations—but now with the added power of data-driven precision.

8. What investment strategies do you recommend for organizations looking to integrate AI into their agricultural practices?

At Hello Tractor, we have developed strategies that other organizations can look to as a guide in this journey. Firstly, we have found that building a strong data infrastructure is essential. AI-driven solutions rely on high-quality, context-specific data to provide insights that are relevant and actionable for agriculture. This is why we have invested heavily in diverse data sets, including both structured and unstructured data, with support from our partners. For any organization, prioritizing data quality and relevance enables AI systems to deliver precise, localized insights to farmers and other stakeholders.

In addition to data, partnerships are important. Collaborations with organizations that bring agricultural expertise or logistical support amplify the reach and impact of AI-driven solutions. Hello Tractor has alliances with partners like Heifer International to provide operational and financial support across regions. These partnerships not only expand our technological reach but also foster shared resources and insights that strengthen the entire agricultural ecosystem, making it more resilient and interconnected.

Finally, training is essential yet often overlooked in AI deployments. We focus heavily on training the people within our ecosystem to maximize the impact of our AI tools. Through demonstration plots and educational campaigns, our goal has been to make AI tools more accessible and trusted by users. Any organization looking to integrate AI into agriculture should prioritize end-user training, as it ensures that all stakeholders can effectively use the technology and realize its benefits.

9. How important is farmer education and training in the successful adoption of AI technologies?

Farmer education and training are absolutely essential for the successful adoption of AI technologies in agriculture. AI can be intimidating, so making farmers feel comfortable and empowered is key. At Hello Tractor, we've designed our training programs to make AI approachable—like “AI for everyday use.” These programs teach farmers how to interact effectively with our AI tools, helping them know the kinds of questions to ask and the actions to take based on AI recommendations.

When farmers understand how to engage with AI, it becomes more than just a feature; it becomes a trusted tool they can rely on daily to make farming decisions, such as scheduling services, managing pests, or choosing the right inputs. This training also helps us gather insights on how farmers are actually using the technology, allowing us to continuously improve our offerings and better meet their needs. It's a win-win: as farmers become more familiar and confident with AI, we gather better data that helps us refine and scale our technology, ensuring it stays relevant and impactful for the farming community.

10. What long-term vision do you have for AI in agriculture, and how do you plan to achieve it?

Our big-picture dream is for AI to become a natural part of farming life, especially for smallholder farmers who have traditionally had limited access to advanced technology. We envision a world where AI helps farmers make every season a little easier, every crop a little healthier, and every yield a little more profitable. To get there, we are working on making our AI even more adaptable and relevant for diverse farming environments. We are constantly learning from farmers' feedback, forming partnerships, and refining our models. Ultimately, we want AI to help farmers thrive sustainably, and we are building the tools and relationships to make that future a reality.

Synnefa

From the CEO's Desk:

1. What motivated your organisation to explore AI technologies within the agriculture sector?

Synnefa started using AI in agriculture because we saw how much farmers struggle with everyday challenges like not having enough water, dealing with pests, and growing crops that don't make them enough money. Many farmers also don't have access to good information or markets that pay well for their produce.

We realized that AI could help solve these problems by making farming less of a guessing game. For example, we use AI in our FarmCloud platform and FarmShield sensors to give farmers real-time advice, automate irrigation, and even predict how much they'll harvest. These tools help farmers save time, reduce waste, and earn more money by growing better crops and connecting to markets that pay a fair price.

Our mission is to help farmers work smarter, not harder, and AI plays a big role in making this possible. It's all about helping them grow more food, save money, and build a better future for their families.

2. How do you foresee AI transforming farming practices in the next few years?

In the next few years, we see AI completely changing how farming works, especially for small holder farmers. It will make farming more precise, efficient, and profitable. One of the biggest changes will come through AI-powered agronomy advisory services. Right now, many farmers can't afford to hire agronomists or don't have access to expert advice. AI will change this by offering affordable, personalized recommendations directly to farmers through apps, SMS, or other simple tools. AI will help farmers make smarter decisions by analyzing data about weather, soil, and crops in real time. For example, instead of guessing when to water their crops or how much fertilizer to use, farmers will get exact recommendations from tools powered by AI.

Taita Ngetich

This means they'll use fewer resources like water and chemicals, which saves money and protects the environment.

AI will also improve access to markets. Farmers will be able to track their crops from planting to harvest and share this data with premium buyers who want traceable, high-quality produce. This will open up more opportunities for farmers to sell their crops at better prices.

Another big change will come with financing. AI will help lenders predict how much a farmer can produce based on their farming data, making it easier for farmers to get loans to grow their businesses. In short, AI will take the guesswork out of farming, helping farmers grow more with less, earn more money, and build a more sustainable future.

However, this will be dependent on how much data we first have on our production and soil health in order for us to train AI or build AI models around it. Africa currently struggles with scarce crop history and agronomy data and without this, we cannot build AI models that speak to our own specific and unique farming challenges. This is why we built FarmCloud and FarmShield so that farmers can have access to their soil health data and crop production data that they can use to make informed decisions and hopefully with more farmers using FarmCloud, we can start to see AI models built around your FarmCloud account allowing you to reduce farming expenses and increase yields and incomes.

3. What specific AI applications are you currently utilizing in your agricultural operations?

At Synnefa, we're using AI in two key tools to transform farming:

1. FarmCloud Record-Keeping Platform:
FarmCloud helps farmers track important activities like planting, watering, and harvesting. AI analyzes this data to give personalized recommendations on improving farm practices, saving money, and increasing yields. It also predicts harvest outcomes, helps farmers keep better financial records, and connects them to premium markets that demand traceable crops.

2. FarmShield IoT Sensors:
FarmShield collects real-time data from the farm, like soil moisture, temperature, and humidity. AI processes this information to automate irrigation, ensuring crops get just the right amount of water. It also monitors conditions to help farmers manage risks like drought or pests, improving efficiency and reducing waste.

4. What challenges have you encountered in implementing AI solutions in agriculture, and how are you addressing them?

Implementing AI in agriculture has been exciting but also challenging. Some of the key challenges we've faced include:

1. Lack of Digital Familiarity Among Farmers: Many smallholder farmers aren't used to digital tools, which makes adoption slower. To address this, we provide hands-on training sessions and personalized support through our team and partners to help farmers learn how to use tools like FarmCloud and FarmShield effectively.

2. Cost Barriers: Advanced technologies like AI can be expensive for smallholder farmers. We're solving this by offering financing options, like payment plans, to make tools like FarmShield IoT sensors and FarmCloud affordable. Additionally, we're focusing on features that deliver the most value to farmers, ensuring they see clear benefits from their investment.

3. Access to Reliable Data: AI needs accurate, consistent data to work effectively, but many farms don't have existing records. We've built FarmCloud to make data entry simple and intuitive, even for farmers who've never kept records before. The platform also integrates data from sensors and satellite imagery to fill in gaps.

4. Infrastructure Limitations: In rural areas, poor internet connectivity and unreliable power supply can make it hard to use AI-driven tools. To overcome this, FarmShield is designed to work offline, collecting and storing data locally until it can sync when connectivity is available. We also use satellite internet to send data via satellite to FarmCloud for analysis. We have found satellite internet a fallback for areas with no cellular connectivity.

5. Skepticism and Trust: Some farmers are hesitant to trust technology they don't fully understand. We address this by sharing success stories and offering free trials of our tools so farmers can see the benefits for themselves before committing.

5. How do you ensure that AI is used sustainably and ethically within your agricultural practices?

At Synnefa, ensuring that AI is used sustainably and ethically is a top priority. Here's how weapproach this:

1. Farmer-Centered Design:We design AI tools like FarmCloud and FarmShield with farmers' needs at the core. We focus on solving real challenges, like reducing water use, improving yields, and saving costs, while making the tools affordable and accessible to even smallholder farmers.

2. Transparency in AI Recommendations: Our AI systems provide clear, easy-to-understand recommendations. Farmers always know why a certain action is suggested, whether it's adjusting irrigation or changing planting schedules. This builds trust and ensures they remain in control of their decisions.

3. Data Privacy and Ownership: Farmers own the data collected through our tools. We are committed to protecting their data and only use it to provide personalized recommendations or improve our systems. No data is shared with third parties without farmers' consent.

4. Minimizing Environmental Impact: Our AI-powered solutions help farmers use resources like water, fertilizers, and pesticides more efficiently. By reducing waste and encouraging sustainable practices, we help farmers increase productivity while protecting the environment.

5. Inclusive Access: We strive to make AI tools accessible to all farmers, regardless of their location or farmsize. This includes offering offline capabilities and support in local languages, ensuring that no farmer is left behind.

6. Regular Monitoring and Feedback: We continuously monitor how our AI tools are used and encourage feedback from farmers. This helps us identify and address any unintended consequences, ensuring the technology benefits farmers ethically and sustainably over the long term.

6. What metrics do you use to evaluate the success of AI initiatives in your agricultural processes?

T o evaluate the success of our AI tools, we focus on three main areas that make a real difference for farmers:

1. Farmer Incomes
We measure how much farmers' earnings grow after they start using our tools. For example, with FarmCloud, farmers can track their costs and sales, helping them manage their farms better and avoid unnecessary expenses. By improving yields and connecting them to better-paying markets, we've seen farmers increase their incomes significantly. For instance, many of our users report earning up to 40% more after using our solutions.

2. Yield Improvement
A key goal of our AI tools is to help farmers grow more food on the same piece of land. FarmShield sensors ensure crops get the right amount of water and nutrients, which leads to healthier plants and higher yields. For example, farmers using our tools often see their harvests double or even quadruple because they're managing their farms more effectively.

3. Resource Efficiency Farming can be expensive, especially when resources like water and fertilizers are used wastefully. FarmShield helps farmers save water by automating irrigation so crops get just what they need—no more, no less. Farmers alsoaccess cheaper fertilizers and pesticides more efficiently because FarmCloud connects them to verified suppliers on the platform. This not only saves money but also ensures farmers use the required farm inputs that protect the environment.

7. How do you address concerns from farmers regarding the reliability and accuracy of AI technologies?

T o address farmers' concerns about the reliability and accuracy of AI technologies, we place a strong emphasis on providing continuous support and building trust over time. Here's how we go deeper into this process:

1. Ongoing Training and Assistance:
When farmers start using tools like FarmCloud or FarmShield, we don't just hand them the technology and walk away. Our team works closely with them to explain how the tools work and how to interpret the recommendations. We provide one-on-one support through field agents, phone calls, and even in-person visits when needed. This ensures that farmers feel confident using the tools and have someone to turn to if they face challenges.
We also offer regular webinars and workshops to keep farmers updated on new features and best practices, reinforcing their trust in the technology.

2. Building a Relationship of Trust:
Farmers are often hesitant to trust technology unless they feel supported by real people. That's why we emphasize human connection.
Our support teams are trained to answer questions in a simple, relatable way and to address farmers' specific concerns. For example, if a farmer is unsure about following an irrigation recommendation, we guide them through the decision and explain why the system suggested it.
By being present and responsive, we ensure farmers feel supported, which helps them build confidence in the AI tools over time.

3. Feedback Loops for Farmers:
We actively encourage farmers to share their experiences with the technology. Whether something worked well or needs improvement, we listen to their feedback and make adjustments when needed.

4. Proactive Problem Solving:
Rather than waiting for issues to arise, we anticipate potential challenges and address them before they become problems.
For instance, we test our systems extensively in different environments to ensure recommendations are accurate across various conditions. If a region faces a unique challenge, like inconsistent weather patterns, we customize the technology to handle it.
We also monitor data regularly to spot trends or anomalies that might affect accuracy, ensuring the system stays reliable even as conditions change.
By combining personal support with proactive problem-solving and regular feedback, we make sure farmers see AI as a dependable partner that works for them—not something they have to figure out alone. This deep engagement is key to building long-term trust in the technology.

8. What investment strategies do you recommend for organizations looking to integrateAI into their agricultural practices?

For organizations looking to integrate AI into agricultural practices, I recommend focusing on these investment strategies to maximize impact and ensure long-term success:
1. Start Small with Scalable Pilots
Begin by identifying a specific challenge AI can solve, like optimizing irrigation or predicting yields. Invest in a small pilot project to test the technology with a limited group of farmers.
Use the pilot to gather data, refine the AI model, and evaluate its real-worldimpact. Once successful, scale gradually, ensuring the system works effectively in diverse farming conditions.

2. Invest in Farmer Training and Support
Allocate resources for farmer education and support teams. Farmers need to understand how to use AI tools and trust the recommendations they provide.
Train support teams to assist farmers in using the technology and addressing concerns. Investing in this human connection is essential for adoption and long-term success.

3. Prioritize Affordable and Accessible Solutions
Design AI tools that are cost-effective and easy to use, even for small holder farmers. Invest in developing low-tech interfaces like SMS-based systems or apps that work offline for areas with limited connectivity.
Consider offering flexible financing options to make the technology affordable, such as payment plans or partnerships with microfinance institutions.

4. Build Strong Data Infrastructure
AI is only as good as the data it uses. Invest in collecting high-quality data from farms, including soil health, weather patterns, and crop performance.
Partner with organizations that already have access to agricultural data to speedup development. Use IoT sensors, drones, and satellite imagery to enhance data collection.

5. Focus on Collaboration and Partnerships
AI integration in agriculture often requires a mix of expertise in technology, farming, and business. Collaborate with agri-tech startups, research institutions, and local governments to share knowledge and resources.
Partnerships with financial institutions can also help create funding models that enable farmers to adopt AI tools.

6. Measure and Communicate Impact
From the start, invest in systems to track key metrics like yield improvement, resource savings, and income growth. This data is critical to demonstrate the value of AI to farmers, investors, and partners.
Share success stories and results widely to attract additional funding and encourage more farmers to adopt the technology.

7. Plan for Long-Term Sustainability
AI in agriculture isn't a quick fix. Invest in developing solutions that are adaptable to changing conditions, such as climate variability or shifts in market demand.
Allocate funds for continuous research and development to keep the technology relevant and effective over time.

By focusing on these strategies, organizations can integrate AI into agriculture in a way that is impactful, scalable, and sustainable, ultimately benefiting both farmers and the environment.

9. How important is farmer education and training in the successful adoption of AItechnologies?

Farmer education and training are the backbone of successfully adopting AI technologies in agriculture. Without proper training, even the most advanced tools can feel overwhelming or untrustworthy to farmers who are new to digital solutions. By providing hands-ondemonstrations and clear, step-by-step guidance, farmers learn how to use AI tools like FarmCloud and FarmShield to solve real challenges, such as saving water, improving yields, and increasing their incomes. Education builds confidence, encourages farmers to fully embrace the technology, and ensures they can maximize its benefits. Over time, trained farmers not only become more efficient and productive but also inspire others in their communities to adopt these innovations, creating a ripple effect that drives widespread change.
Recognizing the importance of education, we have ongoing training programs in several regions of Kenya, including Makueni and Kitui, where we work directly with farmers to build their confidence in using AI-driven tools. Additionally, we conduct a Master Class Webinar training on the last Friday of each month, offering farmers an in-depth look at how to integrate AI into their daily practices.

10. What long-term vision do you have for AI in agriculture, and how do you plan toachieve it?

Our long-term vision for AI in agriculture is to create a farming ecosystem where technology empowers farmers to grow more food sustainably, earn better incomes, and adapt to climate challenges. We see AI as a tool that can make farming smarter, simpler, and more accessible, especially for smallholder farmers who form the backbone of agriculture in Africa.

T o achieve this, we plan to:

1. Expand AI Capabilities: Continuously improve tools like FarmCloud and FarmShield to offer more precise insights, such as predicting market trends, optimizing crop schedules, and even identifying pests or diseases early.

2. Enhance Accessibility: Make AI solutions affordable and easy to use, even for farmers in remote areas, by integrating low-tech options like SMS alerts and offline functionality.

3. Build Data-Driven Partnerships: Collaborate with governments, financial institutions, and agribusinesses to use AI data to create financing options, crop insurance, and better market access for farmers.

4. Support Sustainable Practices: Use AI to guide farmers in conserving resources like water and soil, reducing waste, and adopting climate-smart techniques that protect the environment.

5. Drive Community Adoption: Focus on educating farmers, sharing success stories, and building trust to scale adoption and create long-term change across farming communities.

Our ultimate goal is a future where farming is no longer a struggle but a profitable and sustainable venture for every farmer, powered by the possibilities of AI.

Women in Agriculture

1. What contributions have you made to the field of agriculture?

Over the last 82 weeks. I've had the privilege of leading a talented team to build a mobile app that connects farmers directly with buyers, empowering them to access fair markets and better incomes. In this journey, we've raised funding locally and internationally, from key markets like the US, London, and Switzerland, with support from banks and leading tech organisations. During this time, I also completed 20 industry certifications in areas like cloud computing, cybersecurity, and blockchain—while becoming a mother to my first child. Today, eFama App serves over 6,000 buyers, and 5,000 farmers, and it's just the beginning of what we aim to achieve in agriculture and technology.

2. What are some of your key accomplishments in agriculture?

We've built strong partnerships with governments, banks and tech companies gaining critical support to enhance our platform's scalability and impact. eFama now serves over 6,000buyers, and 5,000 farmers, demonstrating the trust and value we bring to the agricultural sector. Our work has been recognised through multiple awards, including being one of only three winners of the VISA She's Next initiative out of 700 global applicants. These achievements reflect our dedication to empowering farmers, fostering innovation, and driving meaningful change in agriculture.

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3. How do you measure success in your work?

We measure success through the sustainability of farming businesses, the creation of sustainable jobs, and helping our buyers access food seamlessly. For example, some of our buyers are NGOs, and by purchasing directly from farmers, they can feed more beneficiaries, making donor funds stretch further. This creates a double impact: we empower excluded smallholder farmers from rural and previously disadvantaged communities, while enabling NGOs to serve more people and report improved outcomes. Success for us is about transforming lives on both ends of the supply chain—supporting farmers to thrive while helping buyers make a meaningful difference in their communities.

4. In what ways are you impacting the agricultural industry?

We are transforming the agricultural industry by addressing three critical challenges faced bysmallholder farmers:

1. Access to Markets: Out of 40 million registered farming businesses across Africa, only 17.5% dominate 80% of the market, meaning the vast majority struggle to access formal markets. eFama bridges this gap by connecting smallholder and previously excluded farmers directly to buyers, helping them participate in a market they've historically been excluded from.

2. Faster Payments: Traditional payment terms in agriculture can stretch up to 180days, crippling cash flow for small-scale farmers. Through eFama, farmers get paid faster, ensuring they have the working capital needed to sustain and grow their businesses.

3. Improved Profit Margins: By removing unnecessary middlemen, farmers can sell directly to buyers, significantly improving their profit margins and allowing them to reinvest in their operations.

Through these solutions, eFama is not only helping farmers thrive but also creating a more equitable agricultural industry that benefits both producers and buyers. We're enabling smallholder farmers to unlock their potential while ensuring buyers have seamless access to fresh, quality produce.

5. Are there any unique technologies or business models that you employ?

Yes, eFama leverages unique technologies and an innovative business model to empower farmers and streamline agricultural supply chains:1. Blockchain Technology: We are integrating blockchain to enhance transparency and trust in transactions. This allows buyers and farmers to track the origin, quality, and journey of produce, ensuring secure and verifiable supply chains.

2. Freemium Model: Our platform operates on a freemium model, allowing farmers tolist their produce for free while offering premium features like advanced analytics,logistics support, and financial tools for a subscription fee.

3. Real-Time Pricing Analytics: Farmers gain access to up-to-date market data, empowering them to make informed decisions about pricing and timing their sales for maximum profit. These technologies and business strategies make eFama a game-changer in the agri-techspace, addressing critical challenges while driving innovation and inclusivity.

6. What are the current challenges for women in agriculture?

Women in agriculture face several persistent challenges that limit their full participation and success in the industry:
1. Limited Access to Land and Resources: Despite contributing significantly to agricultural labour, many women lack ownership or access to land, credit, and essential farming inputs. This inequality hinders their ability to scale operations or invest in sustainable practices.

2. Market Barriers: Women farmers often struggle to access formal markets, with middlemen dominating the supply chain. This results in lower profit margins and limited opportunities for growth, particularly for those in rural and disadvantaged communities.

3. Access to Financing: Women face greater challenges securing trade finance or loans due to stringent banking requirements and gender biases. This lack of financial inclusion restricts their ability to expand or invest in value-added activities.

4. Technological Exclusion: Many women farmers have limited access to technology and digital platforms that could help improve productivity, market access, and decision-making. This digital divide perpetuates inefficiencies and reduces competitiveness.

5. Cultural and Social Constraints: In many regions, traditional gender roles limit women's decision-making power, mobility, and participation in high-value agricultural activities, keeping them in lower-paying, informal roles. Addressing these challenges requires targeted interventions such as inclusive platforms like eFama, which provide direct market access, faster payments, and tools for financial empowerment. By enabling women farmers to bypass traditional barriers and gain equitable access to resources, technology, and markets, we can create a more inclusive and sustainable agricultural industry.

7. What opportunities do you see for women in this field?

There are immense opportunities for women in agriculture, especially as market dynamics and technology evolve:

1. Rising Food Demand: With Africa's food import bill projected to surpass $1 trillionand the population expected to exceed 2 billion by 2035, women have the opportunity to position themselves as leaders in meeting this growing demand. By producing locally and efficiently, women can play a critical role in reducing reliance onimports and strengthening Africa's food systems.

2. Female Tech Talent Gap: The agritech sector is experiencing a shortage of female talent in areas like cloud computing, cyber security, block chain, and computer science. Women entering these fields can not only innovate within agriculture but also close the gender gap in tech, becoming pioneers in modernising the industry.

3. Value-Added Opportunities: Women can expand their impact by venturing into value-added activities like food processing, packaging, and agribusiness management. These areas offer significant potential for scaling operations anddiversifying income, allowing women to take leadership roles in the broader food value chain.

4. Leadership and Entrepreneurship: More initiatives now support women in agriculture and agritech, offering mentorship, funding, and resources to grow their businesses. Programmes like VISA She's Next, where I was one of only three winners out of 700 applicants, highlight the increasing recognition of women's potential to drive innovation and transformation in the sector. By leveraging these opportunities, women can become catalysts for change in agriculture, transforming food systems, driving economic growth, and leading the way toward a more inclusive and sustainable future for the industry.

8. What personal qualities do you believe are essential for success in agriculture?

Success in agriculture requires a combination of personal qualities that help navigate the complexities and challenges of the industry:

1. Resilience: Agriculture is unpredictable, with factors like weather, market fluctuations, and logistical challenges often outside one's control. Resilience helps to adapt and keep pushing forward despite setbacks.

2. Adaptability: The agricultural landscape is evolving rapidly with advancements in technology and changing market dynamics. Being open to learning and adopting new methods, like digital tools and sustainable practices, is crucial.

3. Problem-Solving Skills: Farmers and agricultural leaders need to tackle challenges creatively, whether it's finding ways to improve yield, optimise logistics, or connect to markets more effectively.

4. Vision and Long-Term Thinking: Agriculture requires patience and the ability to see beyond immediate results. A clear vision helps in setting long-term goals and working steadily towards them, even during tough times.

5. Empathy and Collaboration: Building strong relationships with farmers, buyers, partners, and teams is essential. Understanding the needs of others and working collaboratively fosters trust and leads to more impactful solutions.

6. Passion and Commitment: Agriculture is demanding, and having a genuine passion for the work ensures sustained motivation to create meaningful change and build lasting impact. These qualities have guided my journey in agriculture and agritech, enabling me to co-foundeFama, build a dedicated team, and create solutions that empower farmers and transform the industry. How do you balance your professional responsibilities with your personal life? Because I'm running a family business with my husband, work and family life often overlap—I take my family to work and bring work home. While this dynamic allows for shared goals and collaboration, it also comes with challenges like burnout and mental health pressures, which are increasingly common in such setups. That's why creating boundaries isn't just about planning better; it's about protecting mental and physical health.

9. To manage this balance, I focus on a few key practices:

1. Establishing Boundaries: I set clear limits between work and personal time to prevent overworking. This helps me stay present for my family especially being a first time mom to an infant, while maintaining focus on professional goals.

2. Time Management: I prioritise high-impact tasks and delegate effectively to my team, allowing me to focus on strategic work while reducing unnecessary stress.

3. Self-Care: I prioritise rest and personal well being, recognising that a healthy mind is key to both personal happiness and professional productivity.

4. Support Systems: Having a self-driven and capable team at eFama gives me the flexibility to step back when needed, ensuring the business continues to operate smoothly.

5. Purpose Alignment: Running a business with my husband means our professional goals are intertwined with our personal values. This alignment keeps us motivated while navigating challenges.

Balancing these aspects isn't always easy, but by setting boundaries and focusing on health and purpose, I manage to create harmony between my personal and professional responsibilities.

10. Is there a particular message or encouragement you would like to share with aspiring women leaders?

T o aspiring women leaders, my message is this: follow your dreams, even though the price can be high. The truth is, the price of not pursuing your dreams is even greater. Many people think that by avoiding the challenges of entrepreneurship or leadership, they can escape the difficulties that come with it. But I've seen too many women who wake up every day to jobs they despise, becoming unhappy and, in some cases, toxic managers who bully those brave enough to follow their passions.

The journey of following your dreams will come with sacrifices, setbacks, and challenges—but it's also filled with growth, purpose, and the opportunity to create something meaningful. You'll face obstacles, but you'll also experience the joy of building a life and career aligned with your values and vision.

The path won't be easy, but it will be worth it. And remember, by pursuing your dreams, you're not just transforming your own life—you're inspiring others to believe that they, too, can rise above fear and create a future they're proud of. Keep going, stay true to yourself, and never settle for less than what you're capable of achieving.

Quotes on how we can celebrate and elevate the contributions of women in agriculture as well as what you envision for women in agriculture.

"I envision a future where women in agriculture are not only seen as contributors but as decision-makers, leading the way in sustainable practices, technological advancements, and economic transformation. When women thrive in agriculture, they cultivate not just crops but opportunity, prosperity, and hope for future generations."

1. What contributions have you made to the field of agriculture?

I have formally registered green agriculture youth org, that focus on empowering youth and women and taking into account hindrances that prevent them from venturing into agrcultue. I have also introduced sustainable farming practices like Agroecology, climate smart agriculture, water harvesting and growing nutrition dense foods that have significantly increased household income ,improved nutrition , crop yields while reducing environmental impact. My work has also focused on amplifying voices for youths, women, local farmers through educational training and resources.

2. What are some of your key accomplishments in agriculture?

One of my key accomplishments is the successful implementation of a community-based programs such as backyard gardening, climate education ,led solutions and water harvesting techniques that has transformed arid regions into fertile farmland. Additionally, I have been recognized for my efforts in promoting organic farming and reducing the use of harmful pesticides.

3. How do you measure success in your work?

Success in my work is measured by the tangible improvements in the livelihoods of farmers, the sustainability of agricultural practices, and the overall health of the ecosystem. I also consider the adoption rate of new technologies and practices among the farming community as a key indicator of success

4. In what ways are you impacting the agricultural industry?

I am impacting the agricultural industry by advocating for policy changes that support sustainable farming, providing training and resources to farmers, and collaborating with research institutions to develop innovative solutions to agricultural challenges.

5. Are there any unique technologies or business models that you employ?

Yes, I employ precision agriculture technologies that use data analytics and IoT devices to optimize farming practices. Additionally, I have developed a cooperative business model that allows small-scale farmers to pool resources and access markets more effectively.

Lily Singelege

6. What are the current challenges for women in agriculture?

Women in agriculture face challenges such as limited access to land, resources, and education. There is also a significant gender gap in leadership positions within the industry, which can hinder the progress of women farmers. Climate change is another challenges which limits women's participation in decision making processes as they will spend most of there time looking for food and water for households while at the same time opportunities are missed.

7. What opportunities do you see for women in this field?

There are numerous opportunities for women in agriculture, including leadership roles in agricultural organizations, entrepreneurship in agribusiness, and involvement in agricultural research and innovation. Empowering women with the necessary skills and resources can lead to significant advancements in the industry.

8. What personal qualities do you believe are essential for success in agriculture?

Essential qualities for success in agriculture include resilience, adaptability, and a strong work ethic. Additionally, having a passion for the land and a commitment to sustainable practices are crucial for long-term success.

9. How do you balance your professional responsibilities with personal life?

Balancing professional responsibilities with personal life requires effective time management, setting clear priorities, and seeking support from family and colleagues. It is also important to take time for self-care and relaxation to maintain overall well-being.

10. Is there a particular message or encouragement you would like to share with aspiring women leaders?

My message to aspiring women leaders is to believe in your abilities and never underestimate the impact you can make. Embrace challenges as opportunities for growth, and always support and uplift other women in the industry.

"Celebrating and elevating the contributions of women in agriculture is essential for the growth and sustainability of the industry. Women bring unique perspectives and innovative solutions that drive progress and resilience. I envision a future where women are equally represented in all aspects of agriculture, from leadership roles to fieldwork, and where their contributions are recognized and valued. Together, we can create a more inclusive and prosperous agricultural sector."

Upcoming Projects »»

1. Miss Agriculture Africa

Miss Agriculture Africa (MAA): Empowering Women, Transforming Agriculture

Miss Agriculture Africa (MAA) is a groundbreaking TV show by Let's Talk Agriculture Limited, airing exclusively on our media platform, Let's Talk Agriculture Media. This initiative is designed to celebrate, empower, and inspire women in agriculture across Africa, providing a platform to showcase their invaluable contributions, foster agripreneurship, and drive gender inclusivity in the agricultural sector.

Our mission is clear, yet profound:

1. Empower Women in Agribusiness
Equip participants with essential tools, skills, and resources to build and scale thriving agribusinesses.

2. Promote Gender Inclusion
Shine a spotlight on the critical role of women in driving Africa's agricultural transformation.

3. Drive Economic Growth
Encourage innovation and entrepreneurship to strengthen food security, create jobs, and fuel economic development.

4. Inspire a New Generation
Use the power of media to share inspiring stories of women agripreneurs, motivating others to join the sector and make their mark.

Women make up to 70% of the labor force behind the food we eat, yet they face persistent challenges like limited access to finance, markets, and resources. At Miss Agriculture Africa, we believe these barriers can be broken. Through strategic partnerships, we aim to create a ripple effect of empowerment, transforming lives and communities across the continent.

But we cannot do it alone. That's where you come in.

Join Us on This Journey

We invite you to partner with us in this remarkable initiative to elevate women in agriculture and position the sector as a cornerstone of sustainable development in Africa. Together, we can create opportunities, foster innovation, and inspire a generation to lead the way in agricultural transformation.

Take action today! Partner with us to help rewrite the narrative for women in agriculture. Let's make an impact together.

To learn more about how you can get involved, contact us today!

2. DigiSkills Project

Join Us in Empowering Women and Youth in Agriculture Through Digital Transformation

The DigiSkills Program is a transformative initiative designed to equip women and youth in the agricultural sector with essential digital skills to scale their agribusinesses.

About the Program
The Digital Skills for Agribusiness Empowerment initiative provides hands-on training in critical areas such as:

Website development.

Graphics design.

Video production.

Animation video creation.

Our mission is clear:

1. Empower participants to enhance their visibility in the digital space.
2. Enable agripreneurs to creatively tell their business stories.
3. Attract investors and build strategic partnerships.
4. Boost business operations through digital transformation.

Why DigiSkills?
In Sub-Saharan Africa, women make up over 40% of the agricultural workforce but face barriers to accessing markets and technologies (FAO). By providing them with digital skills, we help bridge the gender gap in agribusiness.

Additionally, youth unemployment in Africa is at 14% (World Bank), with many young people lacking the digital capabilities needed to thrive. Investing in their skills ensures they can harness opportunities in the agricultural sector.

According to McKinsey, digital tools can boost agricultural productivity by 20%–30%. Yet, many agribusinesses, particularly those run by women and youth, remain under-digitalized. The DigiSkills Program aims to change that.

How Partners Can Contribute
We invite organizations, institutions, and individuals passionate about empowering women and youth in agriculture to join us. Partners can contribute through:

Funding: Support the program's implementation and sustainability.

Mentorship: Offer expert guidance and insights to participants.

Job placements and internships: Provide real-world experience for trainees.

Equipment and resources: Supply essential tools to enhance the learning experience.

Who Are We Looking For?
We are seeking partnerships with:

Agricultural companies.

Technology firms.

Development organizations.

Foundations focused on youth and women empowerment.

Investors passionate about agribusiness and digital transformation.

Let's Make a Difference Together
By partnering with us, you'll help women and young agripreneurs build strong online presences, leverage creative media, and connect with wider audiences, investors, and partners, ensuring long-term success.

Ready to partner with us? Reach out today:

Email: partnerships@letstalkagriculture.com

Together, we can drive change and create a brighter future for agriculture.

3. Africa Agri Convention

The Africa Agri Convention 2025 is a one-day event aimed at gathering industry leaders, agripreneurs, innovators, and policymakers to explore the power of technology and innovation in Africa's agriculture sector.

The theme for 2025 is tagged “Driving Africa's Agricultural Future with Innovation and Collaboration". We understand the need for collaboration and innovation in the agricultural sector and we believe that bringing together players in a room will have a ripple effect.

Objectives:

1. Connect Stakeholders: Facilitate networking among African agriclultural stakeholders to encourage partnerships and collaborations.
2. Promote Innovation: Showcase cutting-edge technologies such as AI, IoT, and data-driven tools that can revolutionize agribusinesses across Africa.
3. Support Sustainability: Explore sustainable agricultural practices that align with global efforts to combat climate change and improve food security.
4. Capacity Building: Provide learning opportunities through panels and workshops on the role of digital tools and innovation in transforming African agriculture.

We invite you to join us in this transformative journey.

Partner with us today!

email us at
partnerships@letstalkagriculture.com

Let's
Talk
Agriculture