



Youth Luncheon at Agriculture and Food Day

Insights from Young Farmers to Attract more Youth in Agriculture

“What should we do to attract more youth in agriculture?”

On July 13, the International Agri-Food Network partnered with a number of leading organizations to host “**Agriculture and Food Day**” to celebrate, discuss, negotiate, analyze, and brainstorm around the role of Agriculture and Food in relation to the implementation of the Sustainable Development Goals. The day included a thematically-focused plenary session with high-level speakers including high-ranking UN diplomats, a series of roundtable discussions on inter-linkages in SDGs, and dynamic luncheon featuring youth in agriculture with the goal to raise awareness of the critical need for investment in Goal 2.

There is a critical need to attract and train a new generation of farmers, farm leaders, agribusiness workers and managers. To transform agriculture into a more productive, sustainable, competitive, and efficient sector, we must attract and develop new talent in agriculture through youth engagement. Key insights were shared and discussed throughout the luncheon held during Agriculture and Food Day, such as: access to asset and investments; modernisation of the rural world; incorporating agriculture into school curriculum; access to markets; and empowering young women farmers. Youth are engaged in agriculture when it is made accessible at an early age and when they have mentors. Agriculture should be incorporated into secondary – and at some level – primary school education.

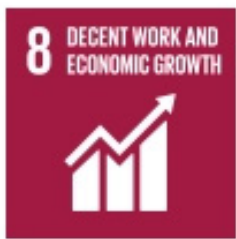


On July 13, 2017, high-level delegates attended Agriculture and Food Day at the Yale Club in New York City to discuss, negotiate, analyze, and brainstorm around the role of Agriculture and Food in relation to the implementation of the Sustainable Development Goals.

CO-HOSTED BY:

Follow the conversation on social media using: #Ag4SDGs





Youth in Agriculture Panelists



MODERATOR: Gerda Verburg
SUN Movement Coordinator
Scaling up Nutrition



Tiare Boyes, Co-Owner
Arbegar Fishing Co.
“Access to assets & investment”



Murilo Martins Ferreira Bettarello
Nuffield 2017 Scholarship Winner
“Modernize the rural world”



Michelle DeFreese
Mickey Leland International Hunger Fellow
“Incorporate Agriculture into school curriculum”



Katrina Sasse
Nuffield 2017 Scholarship Winner
“Empower young women farmers”



Steve Ngunyi
Managing Partner, ICON
“Access to markets”

A panel of young farmers outlined a series of challenges youth face today in agriculture along with a list of suggestions to help engage youth in agriculture more. These suggestions include:

- Improve access to credit for financial investment in assets.
- Improve educational outreach programs dealing with fisheries management and other aspects of commercial fishing.
- Create international scholarships, which allow youth in fishing to travel to different part of the world to understand diverse and alternative management systems.
- Encourage youth in fishing organizations, which allow members to meet and work together.
- Create mentorship programs which help bridge the gap between active or experienced fishers and youth.
- Create opportunities for youth entrepreneurship programs (education, finance investing, and knowledge).
- Improve technical assistance to help farmers and youth to produce more and better (SDG2).
- Address the pervasive patriarchal values of farming and empower young women’s status in decision making and leadership.
- Careers can be aligned to the food revolution and promoted through social media as cool, trendy and sexy.
- More jobs across the whole spectrum of the agri-food value chain need to be visible to young people
- Help develop youth’s strategic and financial acumen for starting a new business.

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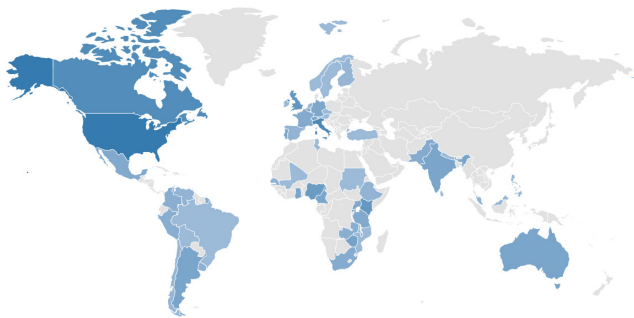
Social Media

GLOBAL ENGAGEMENT

The #Ag4SDGs hashtag was used to discuss the event on social media. UN twitter accounts, organisations, speakers, and delegated shared articles and comments throughout the day regarding food security, SDGs, and agricultures impact.

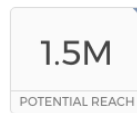
Engagement was high on social media, with countries participating around the world. The level of engagement of #Ag4SDGs in each country includes;

%100 %0



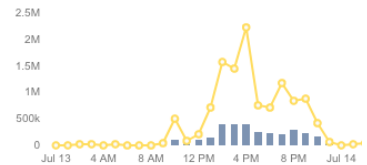
SOCIAL REACH

The online participation for #Ag4SDGs was a great success and attracted many contributors online. With the high volume of posts, and the popularity of the hashtag, the potential reach for #AG4SDGs surpassed 1.5 million.



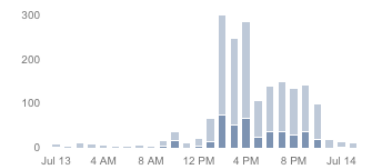
POTENTIAL IMPRESSIONS
FREQUENCY

12.8M
8.43



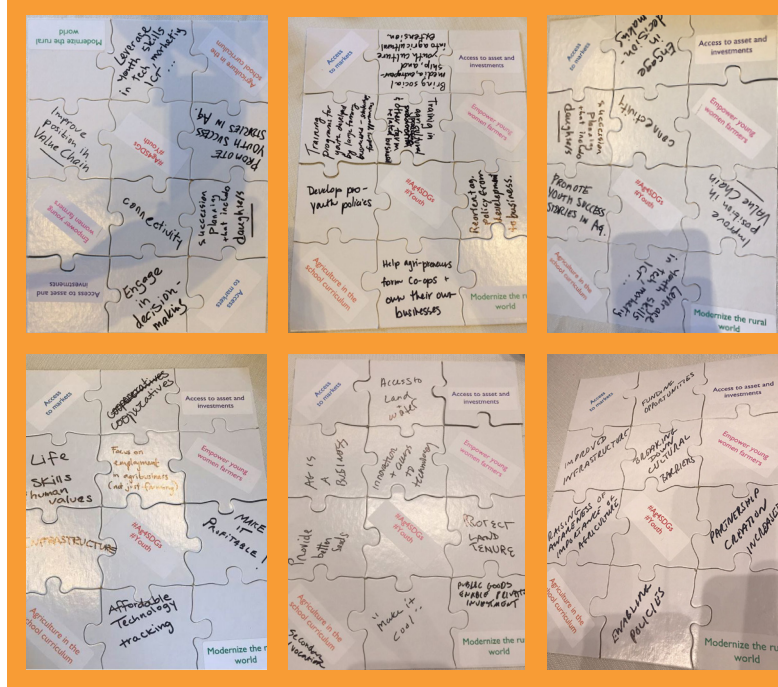
TWEETS
RETWEETS

473
1,627



TWEETS/CONTRIBUTOR
AVG FOLLOWERS

3.5
3,482



What do we need to do to attract more youth in agriculture?

A number of puzzle pieces were left blank for the audience to incorporate their own ideas. Once they had written their ideas on the remaining blank puzzle pieces, they took a picture and shared it on social media with the hashtags #Ag4SDGs and #youth.

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TOP POSTS



Farming First @farmingfirst · 21h

What should we do to attract more #youth in #agriculture? #Ag4SDGs

- 18% Modernise rural world
- 35% Teach ag in schools
- 3% Help young female farmers
- 44% Improve access to finance

Farming First @farmingfirst

Without young farmers, there is no future for farming, or our food, says @GerdaVerburg #Ag4SDGs #HLPF2017

Gerda Verburg, UN Assistant Secretary-General

#Ag4SDGs

8:57 PM - 13 Jul 2017

31 Retweets 17 Likes

UN GA President @UN_PGA

Addressed @AgriFoodNet at Yale Club on need to end #hunger & promote sustainable #agriculture #Ag4SDGs #SDG2 #HLPF2017

4:51 PM - 13 Jul 2017

16 Retweets 32 Likes

Agri Food Net @AgriFoodNet

Why #Ag4SDGs? So that no one is left behind in hunger or poverty, says @UN_PGA Peter Thomson #GlobalGoals

H.E. Peter Thomson, U.N. General Assembly

#Ag4SDGs

3:30 PM - 13 Jul 2017

20 Retweets 18 Likes

UN Women with Youth @UNWOMEN4Youth

"We must work toward sustainability in food productivity and food security." #Youth #ag4SDGs

8:36 PM - 13 Jul 2017

16 Retweets 28 Likes

The EIU @TheEIU

How can the private sector help create frameworks to help develop food systems at the national level? See foodsecurityindex.eiu.com #Ag4SDGs

The Global Food Security Index
The Global Food Security Index considers the core issues of affordability, availability, and quality across a set of 105 countries. Learn more. foodsecurityindex.eiu.com

4:06 PM - 13 Jul 2017

12 Retweets 11 Likes

IFPRI @IFPRI

Shenggen Fan @ifpri: Our #agricultural system must produce healthy food as 2 billion are suffering from micronutrient deficiencies #Ag4SDGs

10:48 PM - 13 Jul 2017

10 Retweets 9 Likes

4-H Canada @4HCanada

Can't believe @Global4HSummit is almost over! 600 🍀 delegates from around the globe came together to help change the world #4H4TheWorld #AG4SDGs

11:53 PM - 14 Jul 2017

26 Retweets 79 Likes

Photos and videos were shared through social media using #Ag4SDGS
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