



# EMPOWERING YOUTH IN PYRETHRUM VALUE CHAIN IN KENYA



**NAVCDP**

NATIONAL AGRICULTURAL VALUE CHAIN  
DEVELOPMENT PROJECT

## Introduction

Pyrethrum in Kenya holds economic promise for youth, with opportunities for employment and income generation. However, there is a notably low representation of youth in the value chain. Enhanced involvement of youths would inject the much-needed energy, enthusiasm and entrepreneurship in the pyrethrum value chain.

### Challenges experienced by youth in pyrethrum value chain in Kenya

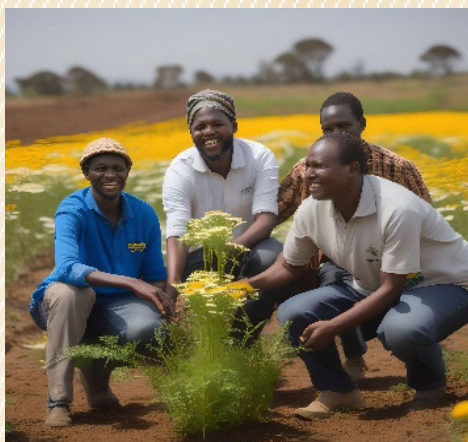
The following are the key challenges that youth face, and which limit their full participation, within the pyrethrum value chain:

1. Youth often face challenges in accessing land for pyrethrum cultivation. Land ownership issues, high competition for available land, and traditional inheritance practices can hinder their ability to engage in farming activities.
2. The youth lack capital for essential inputs in the pyrethrum value chain, hindering their ability to invest and participate effectively.
3. The youth have limited access to training opportunities hindering their ability to adopt best practices.
4. The reluctance of Kenyan youth to engage in agriculture since it involves a lot of manual labor in addition to the orientation of the school curriculum. The educational system tends to prioritize academic pursuits over





*Land in pyrethrum growing regions in Kenya is owned by the elderly*



*Pyrethrum trainings /workshops focus on value chain players who are usually not youths*



*Pyrethrum farming involves a lot of manual work, which is often unattractive to the youth*

practical skills and vocational training.

5. Inconsistent policies and insufficient government support for the pyrethrum industry may create an unstable business environment for the youth entrepreneurs

### **Strategies of empowering youth in the pyrethrum value chain in Kenya**

- Providing targeted education and training programs to equip youth with the necessary skills in pyrethrum value chain.
- Facilitating access to land by the youth for pyrethrum cultivation through community land-sharing or leasing arrangements to overcome barriers to land ownership
- Advocating for financial support mechanisms such as low-interest loans, grants, or subsidies to help youth start or expand their pyrethrum farming enterprises.
- The introduction of

mechanisation options, instead of manual labor, will enhance youth engagement in the pyrethrum value chain.

- Improve access to relevant information by utilizing technology, such as mobile apps or online platforms, to disseminate information on best practices, market trends, and weather forecasts.
- Advocate for policies that support youth participation in agriculture, including the pyrethrum value chain.

### **Outcomes of promoting youth involvement**

1. Youths will be able to generate income, improve their financial well-being, leading to poverty reduction.
2. The issue of youth unemployment will be addressed by providing them with viable and sustainable livelihoods.



*Capacity building is important for youth*



*Mechanization encourages greater youth involvement*



*Mechanization encourages greater youth involvement*

3. Involvement of the youth can potentially create a virtuous cycle within the pyrethrum value chain; increased productivity and meeting domestic demand can lead to seizing of opportunities in the global market, which can increase foreign exchange earnings and result in accelerated local economic development.
4. Youth involvement is an avenue for infusion of a fresh

perspective and a willingness to embrace new technologies, thereby contributing to increased productivity and efficiency.

5. The engagement of youth in productive work will play an important role in mitigating social issues that stem from idleness, such as the consumption of alcohol and drugs.



*Youth will be equipped with skills of pyrethrum value chain*



*Increased youth involvement*

### What can a mobile app do for a business?

- Build customer loyalty
- Enhance marketing programs
- Simplify online shopping
- Strengthen omnichannel CX
- Track customer behavior
- Boost brand awareness
- Collect data for analysis

An illustration featuring several mobile phones and icons representing different app functions. The icons include a shopping cart, a lightbulb, a target, a handshake, and a smartphone with a bar chart. The phones are arranged in a cluster, with some showing different screens.

*Youth involvement will increase digitization pyrethrum*



*Youth involvement will lead to increased income from the sale of produce*



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