

USIU-Africa Global Agribusiness Management and Entrepreneurship center awarded Kshs 33M grant to enhance youth employment in Kenya's fish and poultry sectors

Nairobi, Kenya 16th September 2015. The USIU-Africa Global Agribusiness Management and Entrepreneurship (GAME) Center has been awarded a grant of **KES 33,883,211** by Cultivate Africa's Future (CultiAF), a joint program of the International Development Research Center of Canada (IDRC) and the Australian Center for International Agricultural Research (ACIAR). The 18-month grant is for undertaking a project entitled, "***Expanding Business Opportunities for Youth in the Fish and Poultry sectors in Kenya***". The project will be implemented by a consortium of partners; USIU-Africa through GAME Center, License to Grow (Netherlands), Van Hall Larenstein University of Applied Sciences (VHL University) (Netherlands) and Michigan State University (USA).

This unique research project has been designed to identify and field test innovative business models for taking agricultural innovations to scale, and support Kenya's youth to actively engage in profitable agri-businesses. Using USIU-Africa's metropolitan living lab model, the project will guide current and aspiring youth entrepreneurs in developing profitable agri-business enterprises in the fish and poultry sectors. The model combines a unique set of activities, and services that create the needed synergy to support not only learning, but also innovation, business development and the creation of new knowledge.

Speaking at the launch of the research project, USIU-Africa's Associate Deputy Vice Chancellor-Academic Affairs (Research) Prof. Francis Wambalaba said that the living-lab will build on existing entrepreneurship content that has proved to be highly successful at USIU-Africa's Global Agribusiness Management & Entrepreneurship Center (GAME Center) and the Michigan State University Product Center, and adapt the content to address the needs of local entrepreneurs.

"The project will expose trainees to business concept evaluation and development, business planning, marketing and feasibility studies, linkages to finance and marketing channels, strategic advice and legal assistance, and specialized technical assistance." He added.

License to Grow (Netherlands) Founder, Sander Merger highlighted that there is a growing need for new entrepreneurship in food & agribusiness that puts innovation, inclusive business development and multiple value creation at the core of its practice. This is especially the case in metropolitan areas, where demand for nutritious, safe, healthy and sustainably produced food is growing by the minute and is combined with an equally growing competition for resources and an ever diversifying set of consumer values. The need is eminent but there is very little attention for entrepreneurial training and support in the current education and research system.

About GAME

The USIU-Africa Global Agribusiness Management and Entrepreneurship (GAME) Center aims at improving management and leadership capacity of agribusiness entrepreneurs and leaders of producer organizations including farmers and farmers associations. The center focuses on enhancing the innovative, analytical and market-oriented skills of these change agents, improving their efficiency, effectiveness and productivity within the agricultural market systems, and providing information to increase the quality and productivity of the agricultural sector. The center is governed by a board of advisors from the [National](#)

[Commission for Science, Technology and Innovation](#), [Kenya Agricultural and Livestock Research Organisation](#), [Agrochemicals Association of Kenya](#), [National Cereals and Produce Board](#), [Venture Dairy](#), [Moi University](#) and the [Ministry of Agriculture, Livestock & Fisheries](#).

About USIU-Africa

[USIU-Africa](#)'s mission is to promote the discovery and application of knowledge, the acquisition of skills, and the development of intellect and character in a manner that prepares students to contribute effectively in an increasingly technological world. The university's vision is to be a premier institution of academic excellence with a global perspective. USIU-Africa's programs are accredited by the WASC [WASC Senior College and University Commission of United States](#) and by the [Commission for University Education](#) (CUE). This dual accreditation guarantees quality global education and transferability of credits from USIU-Africa to any university in Kenya, USA and the rest of the world.

About CultiAF

[Cultivate Africa's Future](#) (CultiAF), a four-year, CA\$15 million fund, supports applied research to improve long-term food security in East and Southern Africa. CultiAF is funding seven projects in five countries of East and Southern Africa - Kenya, Malawi, Uganda, Zambia, and Zimbabwe. The Fund is a joint program of the [Australian International Food Security Research Centre](#)—part of the [Australian Centre for International Agricultural Research](#) (ACIAR)—and Canada's [International Development Research Centre](#) (IDRC).