

THE AFRICAN FOOD & EMPLOYMENT REVOLUTION BY 2030

VIRTUAL
GLOBAL
SEMINAR

(Transforming Food Systems To Generate
Income & Nutrition For All In Africa)

NOV 26TH 2020



Solidaridad



BACKGROUND

Africa's population is expected to grow in the coming decades, to an expected 2.4 billion by 2050, with an increasing number of people living in cities. Although there are more and more mouths to feed, living and working in the countryside is not the most promising prospect for many young people. More than 60% of Africa's workforce works in agriculture, but the sector does not currently provide the well-paid employment that many are looking for.

How can African agriculture be transformed so that it provides sufficient and healthy food to the growing population, while providing income and employment for the increasing number of young people? The coronavirus outbreak has made these issues tangible and even more urgent – the first food riots in Lagos have already occurred. The exact consequences of the pandemic are not yet clear, but they reinforce the need for a resilient agricultural and food sector that can withstand shocks, such as the COVID-19 pandemic, and also climate change.

African countries spent \$ 64 billion on food imports in 2017. The African Development Bank called this not only unsustainable, irresponsible and unaffordable, but also completely unnecessary. Africa has 65% of the world's uncultivated land, an abundance of fresh water, 300 days of sunshine a year and lots of fertile soils. The message is: Africa can and must feed itself. To this end, the ADB came up with the Feed Africa strategy, which focuses on investments, and on integrating the internal market in Africa.

The Rural Africa Task Force, set up by the European Commission, also focuses on employment, the transformation of African agriculture, and development of the internal African market and food industry. The task force wrote a report that should be the prelude to a new and more equal agenda of the EU and AU. Like so many others, the report also calls for a systems approach. Next year the UN will organise a summit on the food systems approach: the UN Food Systems Summit 2021.

Traditionally, the discussion about agricultural development in Africa has centred on increasing on-farm production. Then there was a shift as more attention was paid to the extended chain of production, processing and sales. In recent years, this has widened to a food systems approach: a more holistic and broad vision of everything that is involved in getting sufficient and healthy food on our plates. What is new in this approach is that it puts the consumer and the nutritional value of food central stage and that it recognises the often not-linear relations and trade-offs between the food system activities and food systems outcomes. There is greater focus on the interwovenness of the various parts of the system, for example, the link between urban and rural areas.

BACKGROUND

The food system consists of a set of activities, drivers and outcomes. Activities include cultivation, harvesting, packaging, processing, transportation, marketing and consumption of food, and the disposal of food waste. The system also includes the enabling environment and drivers that affect that system; these can be socio-economic issues such as markets, government policy and education, but also environmental factors such as climate change, biodiversity, water and soil fertility. The outcome of the food system is not only sufficient, healthy and affordable food, but also economic growth, employment for all involved (inclusivity) and, if all goes well, preservation of the environment and climate.

One advantage of a food systems approach is that it makes clear that these goals are often not compatible. Interventions in one part can adversely affect other parts of the food system. These 'trade-offs' can force actors to make choices. For example, more intensive livestock farming to provide more meat and dairy produce for the growing number of city dwellers can lead to pollution of land, water and air. Or: production of cash crops such as tea, coffee or green beans for export can result in a higher income for the farmer, but also in poorer nutrition for the farmer's family. Yet another example: more intensive and efficient agricultural production may yield more but may also bring less employment. For employment, it is important to process products in Africa and add value, rather than exporting primary produce. The systems approach can also make clear where the opportunities lie: locating leverage points that can bring about changes to the whole system. It also demands that more attention is paid to the ability of the system as a whole to survive shocks (such as those related to climate, but also COVID-19).

Together with Solidaridad, IDH Sustainable trade, NFP, Smart 24 TV, and Wageningen University & Research, Vice Versa it was agreed that these partners will search for answers to the question of *how African food systems can be transformed so that they will provide sufficient and healthy food to the growing population, while at the same time generating income and employment for the increasing number of young people*. The concept would start with an online knowledge file, in which various themes were discussed in articles that would be published online on the Vice Versa website. These articles would serve as the basis for a meeting, or webinar, that would be organised towards the end of the year 2020 entitled 2030 African Food and Employment Revolution.

A. Content Of The Articles

The themes of the articles for this concept emerged from the current opportunities and shortcomings of the food system (now made even more evident by the outbreak and spread of the Corona virus.) The articles were published in the Vice Versa Magazine and the Vice Versa website. The next part of the concept was the webinar entitled 2030 The African Food and Employment Revolution Seminar.

B. The 2030 African Food & Employment Revolution Global Virtual Seminar

Solidaridad, IDH Sustainable Trade Initiative, Smart24 TV, The Netherlands Food Partnership, Wageningen University & Research and the magazine on global issues Vice Versa came up with this unique Virtual Conference to search for questions to this very pertinent question. The core aim of this conference was to find ways of how *'African food systems can be transformed so that they will provide sufficient and healthy food to the growing population, while at the same time generating income and employment for the increasing number of young people and women on the Continent.'*

The Global Virtual Seminar was held on the 26/11/2020 (11am-1:00pm EAT) and broadcast both online and via linear television with the Theme 'Guaranteeing The African Food and Employment Revolution By 2030'. This Global Virtual Seminar brought together key players in the agribusiness sector.

Partners For The Global Virtual Seminar

We decided to have 5 main partners for the 2030 African Food and Employment Revolution Global Virtual Seminar 2020. These were:



Vice Versa: A Dutch Magazine for development practitioners, policy makers and researchers. This magazine focuses on specific themes relevant to development aid, with feature articles, reports on policy and practice, interviews and columns and annotated links to related web resources, publications and events.

Solidaridad

Solidaridad: Solidaridad is a network organisation that aims to bring together supply chain players and engage them with innovative solutions to improve production ensuring the transition to a sustainable and inclusive economy that maximises benefit for all. Solidaridad is a transition manager focusing on producer support and sustainable supply chain and market development. Solidaridad partners with those who want to make a difference by changing business practices from being a part of the problem to being part of the solution.



Smart 24 Television: Smart 24 Television is a predominantly business and technologically based digital and linear Television Channel based in Kampala, Uganda but broadcasting to East Africa and the world with partners in Africa; The Middle East and the USA. Smart's main focus is to give key and informative business advice to its viewers so that they can make informed, accurate and timely business decisions for their businesses. Smart 24 is the leading business channel in the East African region.



NFP: Netherlands Food Partnership enables powerful collaboration between relevant Dutch organisations and international partners to achieve urgent changes that contribute to sustainable food systems and nutrition security and reach SDG 2 by the year 2030. They connect for bigger impact.



Wageningen University & Research: The strength of Wageningen University & Research lies in its ability to join the forces of specialised research institutes and the university. It also lies in the combined efforts of the various fields of natural and social sciences. This union of expertise leads to scientific breakthroughs that can quickly be put into practice and be incorporated into education. This is 'The Wageningen Approach'.

1. Programme Of The Global Virtual Seminar

The Virtual Seminar was premised on a well thought out and pragmatic seminar programme that would bring key industry stakeholders together to give their view points on the 2030 African Food and Employment Revolution. The programme was broken down into 4 main sessions namely:



Food Production and Nutrition Session



Trade and Manufacturing Session



Resource Mobilisation for The Agribusiness Sector Session



Digitalisation for Agri Business Sector Session

Seminar Programme: 26/11/2020 11am-1pm (Eat)

TIME (EAT)	SESSION TOPICS	INVITED PANELISTS
11:00am	Introductory Remarks by the Moderator of the Event	MC/Moderator(Kampala Uganda)
11:00am - 11:10am	1. Video Content	Video Content On the Future of Food and Employment of the African Continent from: 1. In studio agri business analysis with Josephine Okot (Victoria Seeds) 2. Video Content about Victoria Seeds 3. In studio agribusiness analysis with Josephine Okot
11:10am - 11:40am	1. Food Production& Nutrition Session: 33 million smallholder farmers in Africa account for majority of nutritional consumption on the continent. Yet even with high levels of primary production on the continent, 217.8 million people in Africa were under nourished between 2014-2016, 57% of those were in East Africa where commodities such as tea and coffee take a greater priority, 27% in Central Africa, 14% in Western Africa and 2% in South ern Africa. What new food needs are there on the continent? How do we make healthy food more accessible to the Africa	1. Namukolo Covic (Nutritionist, CGIAR-Ethiopia) Zambia 2. Josephine Okot (CEO Victoria Seeds, board member IFDC, an independent non-profit organization that combines innovative research, market systems development, and strategic partnerships to spread sustainable agricultural solutions for improved soil health, food security, and livelihoods around the world) Uganda 4. Nono Sekhoto – Sector Lead: AL For Agribusiness Network. African Leadership Academy. South Africa 5. Amina Babirye UK trained Nutritionist, Kampala, Uganda
11:40am - 12:10pm	1. Trade & Manufacturing Session: This session will focus on how we feed the growing population especially in the cities. During this session we shall look at what linkages can be made between the urban market and the rural market. The key question will be how can we optimise intra-regional trade on the continent and bring manufacturing capacities closer to production sites.	1. Mandla Nkomo. (Managing Director Solidaridad Network Southern Africa) South Africa 2. Magapa Phaweni (CEO Wensley Dale) South Africa 3. Allen Asiimwe (CTO Trademark East Africa) Kampala Uganda 4. Ruerd Ruben (professor impact analysis for food systems at Wageningen University & Research. Netherlands 5. Sand Mba Kalu, Executive Director Africa Internationale
12:10pm - 12:40pm	1. Resource Mobilisation for the Agribusiness Sector Session: Small and medium enterprises (SME) in agribusiness need investment to scale up and grow and be successful. Where can they get the investment?We shall also look at how to mobilise resources 4 big projects	Video Content: Dr Amina Hersi (mini documentary on Dr Amina Hersi's Atiak Sugar Project) 1. Winnie Lawako- Olwe (Director of SME division Uganda Investment Authority) Uganda. Daan de Wit (IDH Sustainable Trade Initiative) Inclusive of 2. Video content of Mr Daan Wensing (CEO IDH)
12:40pm - 1:00pm	1. Digitalisation for Agri-business. The discussion shall revolve majorly around how digital solutions have created opportunities and employment for both men and women.	1. Abdul Ahmed Basit from Solidaridad Ghana Digital entrepreneur making agri-applications 2. Benjamin Addom (Wageningen University &Research) 3. John Magnay (Opportunity Bank and representative of John Deere) Kampala, Uganda. 4. Michael Landau (Chairman and CEO CTI Africa) Inclusive of video content of CTI Buikwe Project

2. Speaker Profiles & Key Take Aways



Quiin Abenakyo

Moderator

Miss World Africa 2018

Miss Uganda 2018

Founder Quiin Abenakyo Foundation

2. Speaker Profiles & Key Take Aways



Josephine Okot

As the proprietor of the famed Victoria Seeds, Josephine's key message to the seminar and its participants mainly focused on:

- The need to get more women in the seed sector.
- The need to ensure healthy food.
- The need to focus on indigenous foods as exposed to exotic foods. (These are easier to grow in adverse weather)
- The need to promote horticulture.
- The need for those in the agribusiness sector to invest adequately in branding.



Dr. Namukolo Covic

In her presentation Dr Namukolo Covic centred on the following:

- That Africa needs to take a food systems approach to produce more food.
- That Africa has very limited market value chains for nutrient dense foods and this must be turned around.
- That it will take jobs in agribusiness to tackle youth unemployment.
- That Africa needs strategic investments in this sector that are catalytic to spur growth.
- That Africa must use her youth as a resource in this sector.
- That drought and pest resistant foods must be focused on by the Continent .
- That fruits and vegetables are also key in food production and nutrition on the Continent.



Wadilove Sansole

In his presentation Wadilove had the following poignant take homes:

- The need to look at behaviour change in terms of focus on staple foods vis a vis other foods.
- That we cannot ignore food policy. We have excellent policies in Africa but lack of implementation is our greatest dis-service.
- That there is a total mismatch between food policies in Africa and what is on the ground.
- That the need for an enabling environment in the agribusiness sector so that policies governing food should be implemented and relevant.



Nono Sekhoto

As a young farmer Nono stressed the following key points in her presentation:

- That investment in horticulture is key. (These give you quick cash and income.)
- That horticultural production needs a lot of workers. So this leads to increased employment opportunities.
- That Horticulture has varying nutritious benefits and should be promoted in our communities.
- That business finance is still difficult in this sector but its not impossible.
- That as a young farmer it's important to be part of an association.
- That in this day and age there is a need for one to obtain necessary enterprenuerial skills.
- That young people can use other skills to do lots more in the agribusiness sector.



Amina Babirye

As a young nutritionist Amina highlighted the following points:

- That improving nutrition of women and youth is important as we forge forward in the Food and Employment revolution on the continent.
- That Health and Nutrition are key for the future of Africa and should be the backbone of the Food and Employment Revolution in the next 10 years.
- That health and food education should be made a priority in African education systems.
- That there should be a deliberate concentration on nutritious foods on the continent.
- That Africa needs to focus on indigenous foods and how best to prepare them for the family.

Trade and Manufacturing

Mandla Nkomo

Mandla Nkomo expressed his view points on trade and manufacturing with a key focus on the following points:

- That African trade infrastructure still bears the hall mark of a colonial system. (Collect raw materials and ship to Europe for processing) and that this trade process must change.
- That we need infrastructure that allows movement of food to suit the African situation.
- That there is a need to reinvent both trade and manufacturing on the continent .
- That manufacturing in Africa is totalling missing.
- That Inter regional trade has failed because African states have not seen themselves as potential markets.
- That despite these hinderances, if you look at the informal sector trade is booming.
- That demand in key goods has made intra Africa trade possible and that we need to facilitate this process and help it boom.
- That Africans are signalling that they will support Infra Africa Trade especially as we move towards the launch of the AfCFTA in 2021.





Magapa Phaweni

In her presentation Mrs Magapa stressed that there is food shortage in Africa and the gap will increase. She pointed out 4 issues that will affect food security and employment:

- Limited land for agriculture. (So we need to look at smart ways to utilise our land)
- Inadequate Water Supply (need for water saving etc)
- Increase in Climate Change (need to ensure sustainable production)
- The waste of food due to inadequate distribution channels.

She also stressed:

- That Africa needs to link better with the rural areas. We need to bring food in the cities using smart ways. (eg use of online shopping and other digital solutions etc)
- That agricultural entrepreneurs biggest challenge is the location of an adequate market to sell their produce.
- That we need to unlock a network especially through associations that bring key markets and agricultural players together. (That this will lead to a sustenance of farmers businesses and they will become visible and known).
- That farmers need to also search and be a part of key partnerships and networks.



Prof Ruerd Ruben

Professor Reuben had the following key points during his presentation.

- That some African countries like Nigeria have used trade barriers to limit particular products to assist the growth of their own agricultural markets. That this has led to an increase in local sourcing.
- That lots must be done to get markets integrated for farmers in Africa.
- That the farmers profit share must be increased to help improve his or her business.
- That lots has to be done in making the connection between the farmer and the consumer more efficient in Africa.
- That there is a lot of room for simple local processing of foods.
- That the Netherlands Government has assisted Africa in the various ways: (eg Like through TradeMark East Africa and other organisations and partnerships.)
- That the Netherlands government must lobby Europe to stop the tariffs they have on processed foods from Africa.



Allen Assimwe

These were the key take aways from Allen Asiimwe's presentation:

- That the AfCFTA will bring lots of opportunities to Africa.
- That we need to focus on what Africa trades in; mainly Minerals and Food.
- That value addition is minimal but required.
- That if Africa is to trade there will be a need to do much better than we are currently doing. (In terms of value addition and removal of non tariff barriers.)
- That there should also be an emphasis on improvement of standards.
- That the closure of borders that still exists in some areas should be tackled and discouraged. (Basic distribution in food stuffs is being greatly challenged because of such closures.)
- That we must also focus on trade facilitation.
- That there is a need to look at border processes so that they are pro-trade.
- That we must also look at how to improve trade and manufacturing infrastructure as well.
- That we need to encourage the use of digital processes to help propell trade in the years to come.
- That we also need to help support small businesses that are key in trade in Africa.
- That we also need to encourage trade logistic clusters amongst farmers.
- That agro processing and value addition are also key to ensure a food and employment revolution.

Resource Mobilisation For The Agribusiness Sector

Winnie Lawoko - Olwe



Winnie Lawoko Olwe had the following view points in tackling the challenge of resource mobilisation especially for small holder farmers.

- That the Agribusiness sector is largely informal with most farmers in Uganda operating at subsistence levels.
- That 60-70% of the subsistence farmers are women.
- That the lack of knowledge of their markets proves to be a major hinderance for them.
- That despite these challenges the positive takeaways are digitalisation and the prevelance of young people on the Continent.
- That the following 4 points are required for resource mobilisation for the small holder farmer today:
 - Access to big data.
 - Clustering will greatly help and Partnerships
 - The Market Value of one's product
 - The need to look at sectoral areas
- That the Uganda Investment Authority has established a focal point ecosystem where SME's can congregate with their details and data to provide key investors with this information so that they can make key investment decisions.



Daan De Wit

Daan's contribution to this session centred on the following:

- That we must ensure that there is necessary data on these SME's.
- That risk in financing SME's should be made as small as possible.
- That there should be an allowance for big data access for these SME's.
- Major Investors must be de-risked.
- That IDH and Soledaridad have funds that assist SME's. (With a mix of grants and loans we can de-risk investors.)
- That we need to have a de-risking structure that helps big investors 'test the waters' to see whether their investment is viable or not.



Daan Wensing

Daan's contribution to the session on resource mobilisation centred on the following:

- That 150BN USD is invested every year to import raw materials for food and beverages for production across the African continent.
- That this feeds into the much needed foreign exchange that can be invested in further development of the economies and people across the continent.
- That when we look at the fast moving consumable companies only 35% of their raw materials are sourced from Africa, the rest is imported.
- That this is a huge opportunity to invest in agricultural products to provide these companies.
- That there is an untapped over 150BN USD opportunity in smaller holder farming in Africa.
- That if this potential is realised their livelihoods would be greatly improved.
- That this would also lead to creation of jobs and investment in added value in the value chain across Africa.
- That IDH together with partners has created a 100M Euro Farmfit Fund.
- That it's specifically designed to help turn small holder farmers into an investment class so that we can invest in productivity and quality livelihoods so that small holder farmers can supply according to the needs of the companies and the factories previously mentioned.
- That this fund won't do the investments alone. It has a support fund of 250m from USAID and other commercial banks. (Its aim is to make a systems change in the investment space. Governments, companies, farmers associations and NGO's have to work together to make sure this transition happens.)
- That there is also a need to look into issues of Land Rights to really change the life of the smallholder farmer.

Digitalisation For Agribusiness

Abdul Ahmed Bassit



Abdul spoke about the impact of digital solutions in the context of Africa. These were the key takeaways:

- That Digitalisation is revolutionising agribusiness.
- That 70% of the population in Africa are youth with most in subsistence farming.
- That Solidaridad has created digital solutions in this sector in Africa despite minimal data; electricity and smart phone usage.
- That they are developing tools putting into consideration the challenges faced by these farmers.
- That in East Africa they are using SMS solutions; West Africa they are using a voice solution and in South Africa they have a whatsapp platform and a soil platform solution.

The following are the impacts of Solidaridad solutions:

- That they provide market access and market intelligence
- That they enhance transportation and logistics and ensure precision agriculture
- That they reduce transaction costs
- That they link farmers to insurance companies

Benjamin Addom



Benjamin Addom shared his experiences about digital solutions in Africa. These were the key takeaways:

- That they have documented 400 digital solutions for agriculture in Africa alone.
- That despite this achievement, many of these solutions are duplications and there was no impact assessment on the effects of these solutions on the small holder farmer in Africa.
- That this leads to lots of success stories in the field but not enough impact or data on these digital solutions.
- That as a continent we need to start looking at a holistic approach to digital solutions for the continent.
- That we need to consider 4 things if we want to see the above mentioned impact namely:
 - Digital Innovations. (These include the solutions and innovations.)
 - Adequate farmer profiling and all forms of data.
 - A look at key stakeholders who can actually pay for the service.
 - An enabling environment for these solutions to function.



John Magnay

John shared his experiences at the Opportunity Bank to highlight how digitalisation had impacted their operations and its effects on the small holder farmer.

- That they started providing small holder finance to farmers abt 12 years ago.
- That they realised lack of contact; lack of data; the general size of the loan that was being supplied was low and the cost of delivering that loan was very high.
- That they realised that what they needed was a digital solution.
- That they started out in Malawi 10 years ago providing finance to small farmer groups delivering products through that data.
- That the model that is currently being used is a farmer support agent model at the ratio of 1; 100-125 farmers. It's a village based operation. (On our behalf agent collects data about the farmer and his household; demographics; training in good agricultural practises; coordinates financial literacy training; coordinates the process of opening up a bank account and coordination of loan products.)
- That they also created training videos in lots of aspects including agronomy to maintaining and servicing of tractor products.
- That, this solution is now available to partners working with Opportunity Bank to provide support to farmers. (Using this platform they can also deliver price information and they can coordinate marketing activities. The other product they have been working on is the putting of telematics; digital tracking onto John Deere tractors using the Hello Tractor platform which was rolled out in Uganda through Opportunity Bank and the local John Deere Dealer and with this product they are able to provide a capital loan product for the tractor. As a result the bank has comfort because they know where the tractor is and how much work its doing and what kind of income it can possibly be generating. The owner of the tractor knows where his operator is and through this platform the contractor services can be easily applied by small holder farmers.)
- That both models are a de-risk for the bank and have allowed them to create sustainable portfolios with relatively low portfolio failure and that the cost to the farmer is still relatively low.
- That they need to get sustainable ways to deliver these solutions.
- That value chain actors should contribute to the cost of these solutions.'



Michael Landau

During his presentation Michael spoke about the impact of technology and digitalisation on his CTI Buikwe project in Uganda. Below are the key takeaways:

- That through the CTI Buikwe Project they have taken a wholistic digitalisation approach.
- That they built a model smart farm and that they are working with the Micro Finance Support Centre Uganda, who have shown immense support.
- That they have 30 acres of habeneros and many more products and that they are working with 60 farmers in the area.
- That they have taken the whole farming process from seedling stage and integrated modern technological solutions to the process.
- That the idea is to get the products into international markets like in the United Kingdom.
- That they have developed a fully integrated agricultural digital platform that includes most of the needs of the small holder farmer.
- That despite the achievements registered, there is however a need to support the creators of such projects, like the Buikwe Project, so that at the end of the day, the small holder farmer who is the beneficiary of such an initiative ends up benefitting from such a project.

3a. Virtual Seminar Event (Happenings)

The Global Virtual Seminar was held on the 26/11/2020. The control room of the event was hosted in Kampala, Uganda. The event was broadcasted through zoom; linear television and social media platforms of Facebook, LinkedIn and Twitter. The television production was carried out at Smart 24 Television in Naguru, Kampala. The event commenced at 10:30am EAT with speakers and participants signing in via the Zoom platform. The event commenced at 11:00am EAT with a 5 minute delay as audio and visuals were being stabilised. The event took 2 hours and 45 minutes. The event was broadcast and viewed via Zoom; Smart 24 TV; Facebook; LinkedIn with constant links via twitter. The event was hosted by Quiin Abenakyo of the Quiin Abenakyo Foundation.



3b. Viewership



Zoom: We had over 400 participants registered via Zoom to be part of the Seminar. Some joined on time; during the event whilst others miscalculated the timing difference. Its important to note that in many parts of the Continent, the Zoom platform is not frequently used. Its for this reason that we found it important to also broadcast via linear and social media platforms.



Linear Television: Our Host Broadcaster Smart 24 Television provided a linear (via Signet; Startimes platforms) and online broadcast (via their Facebook page) to over 500,000 people in Uganda, East Africa and the Continent as a whole.



Social Media: On the Social Media front it's important to note that for a period of two weeks, we tweeted and shared posts, graphics and videos about popularising the Africa Food and Employment Revolution by 2030, reaching a global audience of almost 7,000,000 people.

Activities Undertaken

Campaign awareness:

We posted messages introducing the campaign to the public on all social media platforms. This involved posting of messages about The Africa Food and Employment Revolution by 2030 Global Virtual Conference with the hashtag **#AfricaFood2030** campaign.

Using The **#AfricaFood2030** campaign For the Period of two weeks.

Below are some of performance Key indicators. We used impressions, Post reach, Post Impressions and number of retweets as the key performance indicators during this campaign.

Key Impressions: These are the number of times posts from the hashtag were seen. This may include number of times a post is seen several times by the same user.

Reach: This is the number of times unique users saw posts from the hashtag

Retweets: This is a repost or forward (a message posted by another user)

Total Campaign Metrics for the posts for the **#AfricaFood2030** Campaign.

These are the statistics for the entire campaign period; Total Statistics for the campaign on Twitter Metrics Numbers.

TWITTER METRICS	NUMBER OF TIMES
NUMBER OF TWEETS	4451
TOTAL IMPRESSIONS OF HASHTAG	57,579,456
NUMBER OF RETWEETS ON THE HASHTAG	5,230
REACH ON HASHTAG.	9,132,845
IMPACT	16,801,797

Screenshots

Below are the Tweet Binder Screenshot for Hashtag activity:

The screenshot shows the Tweet Binder interface with the 'SUMMARY' tab selected. The search bar contains the text 'Type #hashtags, @mentions, keywords to crec'. The 'PRO' badge is visible. The 'MOST POPULAR' section is active, showing a list of users ranked by followers. Below it, the 'HIGHEST IMPACT' section shows users ranked by impacts.

MOST POPULAR ?		Followers
	@PirateMulwana Pirate™	59,007
	@MukiibiEmma2 Mukiibi Emmanuel	40,296
	@Rwakakamba Rwakakamba Mo...	30,242
	@jshmugisha Immunized Mukiga	22,803
	@Rachealkyy Racheal	22,058

HIGHEST IMPACT ?		Impacts
	@PirateMulwana Pirate™	6,549,777
	@JobAddict1 Addict 🇪🇸	118,749
	@Densityz1 Dhabona Job	64,397
	@Rwakakamba Rwakakamba Mo...	60,484
	@ViceVersaNL Vice Versa	56,970

The screenshot shows the Tweet Binder interface with the 'SUMMARY' tab selected. The search bar contains the text 'Type #hashtags, @mentions, keywords to crec'. The 'PRO' badge is visible. The 'HIGHEST IMPACT' section is active, showing a list of users ranked by impacts. Below it, the 'TOP PHOTOGRAPHER' section shows users ranked by the number of photos they have posted.

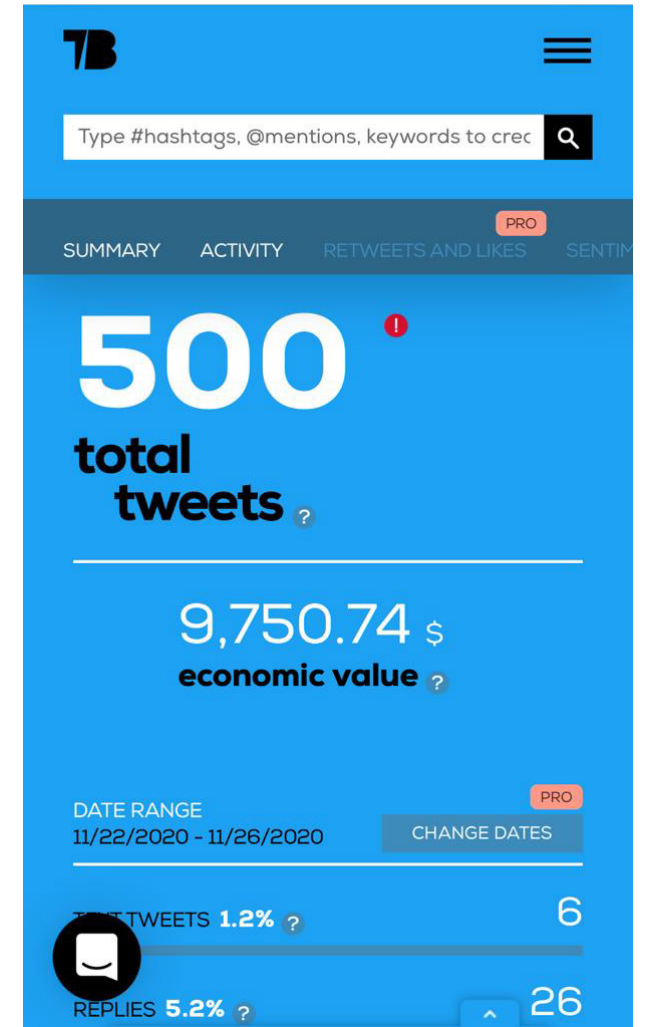
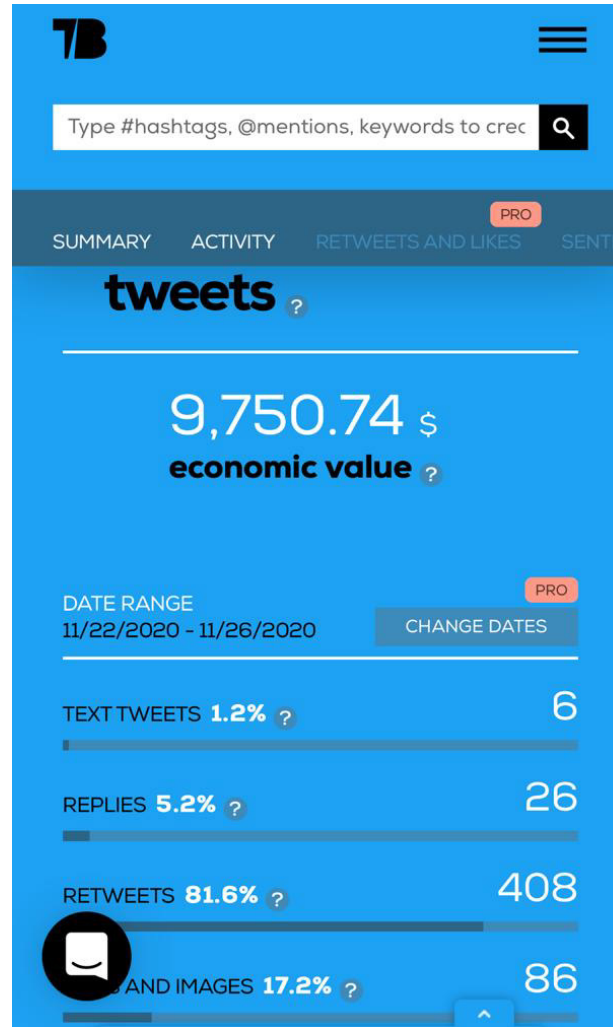
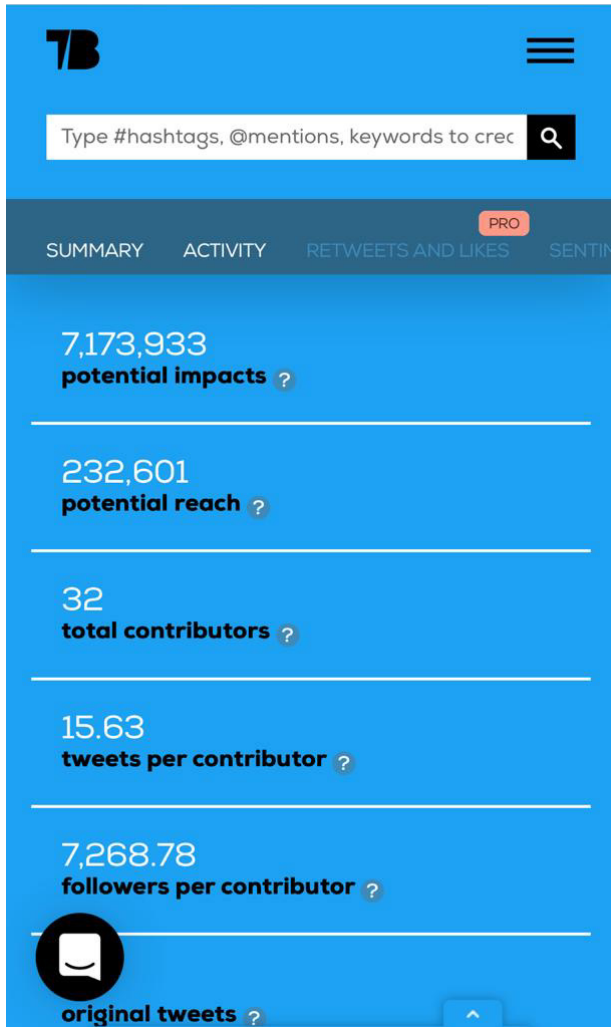
HIGHEST IMPACT ?		Impacts
	@PirateMulwana Pirate™	6,549,777
	@JobAddict1 Addict 🇪🇸	118,749
	@Densityz1 Dhabona Job	64,397
	@Rwakakamba Rwakakamba Mo...	60,484
	@ViceVersaNL Vice Versa	56,970

TOP PHOTOGRAPHER ?		Photos
	@PirateMulwana Pirate™	27
	@PirateMediar Pirate Media	18

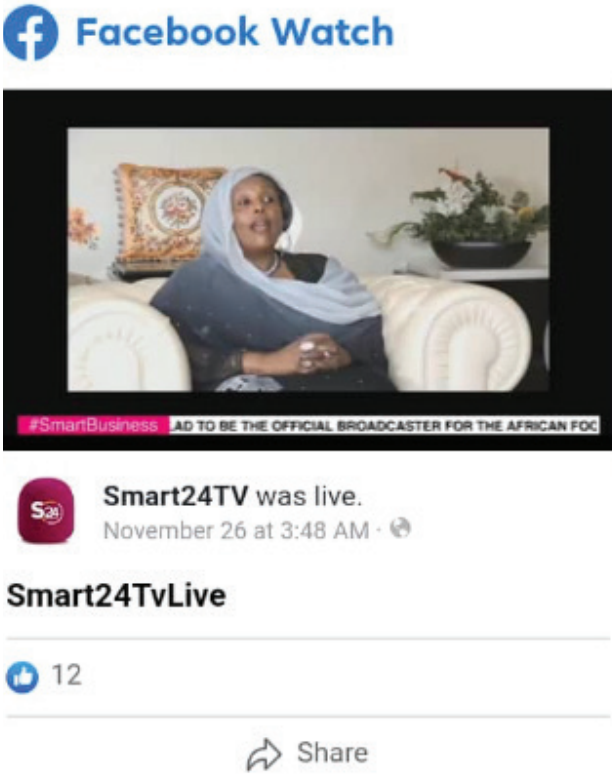
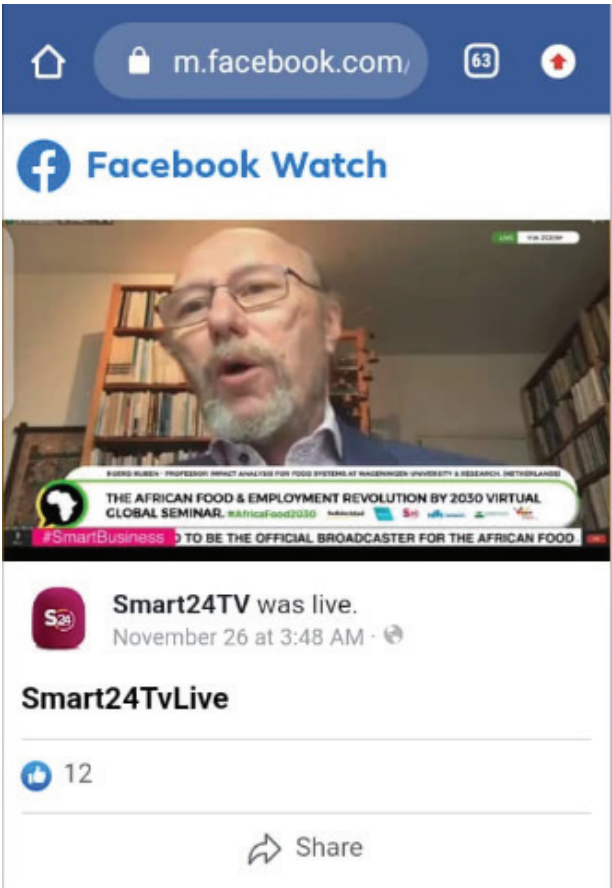
The screenshot shows the Tweet Binder interface with the 'SUMMARY' tab selected. The search bar contains the text 'Type #hashtags, @mentions, keywords to crec'. The 'PRO' badge is visible. The 'MOST ACTIVE' section is active, showing a list of users ranked by the number of tweets they have posted. Below it, the 'RETWEETERS' section shows users ranked by the number of retweets they have received.

MOST ACTIVE ?		Tweets
	@PirateMulwana Pirate™	111
	@PirateMediar Pirate Media	111
	@Densityz1 Dhabona Job	71
	@JobAddict1 Addict 🇪🇸	69
	@KatereggaKj Kateregga Julius	41

RETWEETERS ?		Retweets
	@PirateMediar Pirate Media	96
	@PirateMulwana Pirate™	89
	@Densityz1 Dhabona Job	69
	@JobAddict1	57



Screenshots Of Sample Facebook Activity:



Outcomes Of The Global Virtual Conference

- That Africa has immense potential and that agribusiness will play a great role in providing employment and opportunities for women and the youth in the years to come.
- That there needs to be a concerted focus on promoting and encouraging the growth of nutritious indigenous African foods to feed the population in the next 10 years. This will play a great role in the Food and Employment Revolution in Africa.
- That Small holder Farmers are key to the agribusiness revolution in Africa and they should be empowered through access to finance and sectoral opportunities that will guarantee their growth.
- That the impending AfCFTA will play a great role in boosting intra African trade and should be embraced as it will have the capacity to create employment for Africa's youth. The AfCFTA's ability to create a continental market for goods and services, with free movement of people and capital and the creation of a Customs Union will certainly grow intra Africa trade creating a revolution in the next 10 years.
- That the agribusiness sector should embrace digitalisation and digital solutions that help propel the agribusiness sector. Digitalisation will help expand farmers access to capital and resources.
- That funding and partnerships are paramount for growth of the agribusiness sector and that they should be encouraged. The World Bank alongside other financial institutions and organisations is starting to engage more deeply with startups in the agricultural space. The Seminar also highlighted that IDH and Solidaridad have similar funds that are aimed at assisting practitioners in the agribusiness space.

Conclusion

We would like to thank our partners for the 2030 African Food and Employment Revolution Seminar for all your support and ask you to join us yet again for the next Seminar in 2021 when we shall focus on the Effects of Climate Change on Food Security and Employment in Africa.



