

The business of Agriculture has been shaping up in Kenya in the recent years rapidly taking the position of the indispensable basis of development the country.

Agribusiness is growing beyond a practice and is now evolving into a discipline that has taken the market place by storm. This growth has seen the emergence of entrepreneurs with a core focus in agribusiness producing a wide range of products not only for consumption in Kenya but beyond the borders of the country. The interesting fact is that this crop of entrepreneurs is mostly youths some with solid academic qualifications which are not necessarily related to agriculture?

For a long time Agriculture has been seen as a business for the 'old man' in most parts around the globe since the medieval times. Most of the youths in Kenya have been socialized to see agriculture as punishment because in their formative years in primary schools working in their teachers' domestic gardens was considered as a form of installing discipline. This inherently made most of youths to grow up with a negative attitude towards agriculture all through adulthood. Others who was born and grew in farms developed an internal push from their zealous and adventurous spirits leading them move to the cities and do some white collar jobs and experience a different lifestyle away from the farmyard.

Whichever way you look at it agribusiness has not been deliberately enshrined as a core subject in the curriculum in schools in Africa as a skill and knowledge discourse to offer practical understanding of how the agricultural activities could impact the lifeline of a country beyond just helping a

farmer eke a living. This explains further why those who take up agricultural course at higher levels of education in countries like Kenya are not held in high regard. On the other side of the coin some of those who take up agricultural course at higher institutions do so only out of design as a second option after their chosen ideal course has locked them out on merit grounds.

For instance, in Kenya, the Kenya National Bureau of statistics recognizes agriculture sector as the third sector that creates employment in the country. Today agribusiness completes the symbolic shift from the quest of other forms of employment and it is the victory of cultural control by socializing people in a different way away from what has been a common. Agribusiness has anchored production since the days of agrarian revolution and is among reasons upon which Europe industrialized quicker than any other parts of the world. In some quarters in Africa agribusiness is not inherent in social reality but an imposition of it by other factors like unemployment and food security crisis.

According to the Kenya National Bureau of Statistics (KNBS) 2013 Economic Survey, agriculture, which grew by 3.8 per cent, contributed 17.6 per cent of the Gross Domestic Product. In like other parts of Africa, there is an emergence of renewed interest and enthusiasm towards agribusiness which is now not seen as the least “economically interesting” area. Agribusiness is rapidly taking form and shape in Africa among the youth in many countries where agriculture was not on the forefront.

Agribusiness taken the path focusing on maximum production by vastly increasing division of labour thereby responding further to the the question of unemployment in the continent and food security. Despite challenges like climate change and the quest for land for agriculture due to the growth of urban towns and infrastructure needs that comes with the growth, there is evidence that agribusiness has given a new lease of life to a sector once thought to be 'Old school '

The happenings in Kenya's agribusiness scene forms a baseline in Africa for the needed change of mindset by policy makers to invest more agribusiness as a panacea to the endemic problem of food security crisis in the continent. Efforts to increase youth participation and boost economic development in the agricultural sector can be more amplified when an integrated approached to ICTs and capacity development are put in place by governments and policy makers. The cost of doing business in Africa is also another challenge the youths are grappling with especially if they are to go large scale in agribusiness. There is need for African governments to establish proper legislation to foster agribusiness investments in rural and urban Africa. In Kenya, the government has now introduced 2 devolved funds which are primarily focused on the youth. These are the Youth Development and Uwezo funds which do not necessarily have a bias towards agriculture but at least paves way for the youths to access credit in a less bureaucratic way and can indulge in any business of choice.

One of the most persistent and universal ideas is that we have been rendered increasingly dependent on a production

system that takes care of our most immediate needs. This system has finally made innovation redundant because we do not look beyond subsistence. But with the enthusiasm exhibited by the youth to embrace agriculture and infuse into it latest farming techniques such as greenhouse technology, improved certified farm inputs and ICT platforms has endeared innovation in every agribusiness undertaking. Early adopters to innovative ways in agribusiness undertakings have experienced an increase in Return on Investments (ROI) and high yields. Africa governments need to look at this aspect with keen eyes so has to harness the potential and make agribusiness a key policy agenda while at the same time provide green pastures for peer-to peer mentorship for diverse early adopters and role models to inspire more youth to take agribusiness as a career. Sufficient governmental allocations for scientific research and scientific knowledge transfer targeting the youth is now a key priority for governments in Africa in order to spur high productivity in agribusiness. When the willingness of the African Youths to take-up agribusiness is matched with market opportunity, then Africa can experience transformation-impact on economies and social tenet.