



YOUTH ENTERPRISE PROGRAMME PROFILE BOOKLET

AUGUST 2026

Youth Enterprise Programme

Young people building viable agribusinesses, serving farming communities and strengthening resilient rural economies.

Since 2016

250,000+ youth reached

60,000+ agribusinesses enabled



Youth enterprise profiles

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About FIPS Africa

FIPS Africa is an African systems enterprise that combines technical excellence with farmer-led co-creation to build sustainable last-mile markets and extension systems. Since 2003, we have worked alongside smallholder farmers to design, test, adapt and scale practical solutions that strengthen resilience and incomes while improving access to knowledge, technology, quality inputs, services, finance and markets.



How FIPS works

Co-create: Begin with farmers' priorities, resources and lived experience.

Test and adapt: Combine evidence and technical expertise with practical, frugal innovation.

Build last-mile capability: Work through Village-Based Advisors, demonstrations and learning networks.

Connect the system: Improve access to inputs, services, finance, technology and markets.

Embed ownership: Strengthen viable enterprises, local capacity and institutions so systems endure.

What success means

Through Village-Based Advisors and partnerships with governments, researchers and businesses, FIPS builds local capacity, viable enterprises and institutional ownership.

FIPS measures success by whether these systems remain relevant and continue working for farmers after individual projects and FIPS support end.

Small Farms, Big Futures

By 2033, FIPS aims to work through partnerships to reach 7.5 million smallholder families.

Since 2003



farmer-centred systems

10,000+



Village-Based Advisors supported

2m+



farmers reached beyond Kenya

7.5m



families in the 2033 ambition

FIPS Africa youth enterprise programme: A pathway to income, employment and enterprise growth

Across Africa, young people are often trained for jobs that do not exist or encouraged into farming without the capital, markets or follow-up needed to succeed. The FIPS Youth Enterprise Programme offers a practical alternative. We work with young women and men to identify low-risk, fast-return agricultural enterprises suited to their resources and local markets, including chicken, vegetables, fodder, potato and agricultural services.



01

Start with the youth

Aspirations, capability and resources

02

Choose a viable pathway

Markets, risks, cycles and margins

03

Build capability

Technical and business skills

04

Establish and coach

Starter technologies and peer support

05

Connect for growth

Inputs, buyers, groups and finance

More than training

FIPS combines technical and business skills with coaching, starter technologies, peer-support groups, savings and finance pathways, and connections to inputs and buyers. The goal is not another training certificate, but a clear pathway towards income, employment and enterprise growth.

What the approach enables

- Practical technical and commercial capability
- Enterprises suited to local demand and available assets
- Peer learning, coaching and relatable role models
- Connections to suppliers, customers, services and finance
- Young entrepreneurs serving wider farming communities

250,000+

young people reached through FIPS youth engagement

60,000+

youth-led agribusinesses enabled

Partner with FIPS Africa to help young people build viable businesses and resilient rural economies.

YOUTH ENTERPRISE PROFILE: Mary Achola

Integrated poultry and vegetable enterprise

Combining day-old chicken selling, buying and reselling mature chicken, chicken rearing and vegetable production to meet local demand and build more reliable income.

Enterprise pathways Poultry and vegetable production, and buying chickens for resale.

Started 2024

Region Kakamega County, Kenya



Enterprise at a glance

100	1/8 acre	Up to 1,000	3
poultry birds under production	under vegetable production	birds aggregated per month	complementary income streams
The opportunity Mary saw a local need for both day-old chicks and mature birds. She began by aggregating chicks for farmers in her village, then responded to customers who wanted ready-to-buy mature poultry. Living near a college also gives her access to students as vegetable customers, while surrounding households provide an additional market. How the enterprise works The business combines three activities. Mary buys day-old chicks from chicken companies and sells them to farmers, rears and sells mature birds at about KES 800 (USD 6) each, and grows vegetables on one-eighth of an acre. The enterprises share a growing local customer base and help her avoid relying on a single source of income.		The journey Mary started in 2024 as a buyer and seller of improved day-old chicks. As demand grew, customers began asking for mature birds, prompting her to establish her own flock in February 2026. Rising feed, vaccine and other input costs then exposed the risk of relying mainly on poultry. She responded by adding vegetables, spreading risk and making better use of her agricultural training. Where the enterprise stands today Mary currently manages 100 birds and one-eighth of an acre of vegetables, with capacity to manage up to 1,000 birds a month when demand allows. Mature chicken generates approximately KES 80,000 (USD 618) every four months, buying and selling about KES 10,000 (USD 77) a month, and vegetable sales approximately KES 6,000 (USD 46).	

In her own words

"You do not have to start big. Start with what you have, identify a genuine market need and keep growing."
- Mary Achola

Mary Achola | Integrated poultry and vegetable enterprise

What FIPS Africa contributed

Training through FIPS Africa and interaction with other young agripreneurs helped Mary look at agriculture more deliberately as a business. The exposure encouraged her to identify market opportunities, diversify her income and continuously improve the enterprise.

Value beyond one enterprise

Mary's enterprise supports several parts of her local market. Farmers can access day-old chicks, customers can buy mature chickens, and students and nearby households provide a market for vegetables.

The next 12 months

- Establish a proper, efficient poultry house.
- Increase the flock and serve more customers seeking mature birds.
- Expand vegetable production
- Increase chicken buying and selling capacity.

What the business means to Mary

The enterprise represents growth, resilience, independence and opportunity. It has strengthened Mary's confidence and shown her that small beginnings can become meaningful, sustainable businesses.



Growth opportunity

Immediate priority

A proper poultry house and increased production capacity.

How support would be used

Improve poultry housing, increase the flock, expand vegetable production and strengthen market linkages.

Expected result

More birds reared and sold, stronger capacity to meet demand, higher and more stable income, and a more sustainable integrated enterprise.

Partnership invitation

Partners can help Mary move from a proven small enterprise to a stronger business with the infrastructure and capacity to serve a growing market.

Let's connect



Save the contact card and continue the conversation.

Why FIPS Africa is a partner of choice



Last-mile reach

Locally rooted networks connect skills, inputs, services, finance and markets.



Enterprise first

Young people build capability and viable activity before grouping for scale or finance.



Technical + business

Practical competence is combined with mentoring and commercial decision-making.



Systems pathway

Evidence and partnerships help successful approaches move into markets, finance and institutions.

YOUTH ENTERPRISE PROFILE: Joywine Jepkosgei

Potato seed multiplication and potato buying and selling enterprise

Multiplying clean seed potato, and buying and reselling marketable volumes to improve farmer access to quality seed and strengthen market linkages.

Enterprise pathways Potato seed multiplication and aggregation

Started 2025

Region Nakuru County, Kenya



Enterprise at a glance

2 acres

under enterprise activity

**KES 300,000
(USD 2,317)**

reported annual revenue

2

linked enterprise streams

2025

year started

The opportunity

Many farmers struggle to access clean seed potato. At the same time, the high cost and limited availability of PRACs, fertiliser and crop-protection inputs, limited capital, price fluctuations, transport costs and unreliable buyers constrain enterprise growth.

How the enterprise works

Joywine multiplies clean seed potato using potato rooted apical cuttings (PRACs), and buys potatoes from other young people and farmers for resale. Aggregating potatoes helps assemble larger, more marketable volumes.



The journey

Joywine started in 2025 after recognising the clean seed gap. PRAC technology offered a practical entry point for producing quality seed, while buying small amounts and reselling in bulk created an additional market-facing activity. She is strengthening farm planning, good agricultural practice and buyer relationships.

Where the enterprise stands today

The enterprise operates on two acres and combines clean seed multiplication with potato aggregation. Reported annual revenue is approximately KES 300,000 (USD 2,317).



In her own words

"Agriculture is a business. Start with what you have, learn as you go, understand your market and remain consistent." - Joywine Jepkosgei

Joywine Jepkosgei | Potato seed multiplication and potato buying and selling enterprise

What FIPS Africa contributed

Training and technical support from FIPS Africa helped Joywine strengthen her skills in potato production, seed management, and agribusiness.

Support with certified seed, Potato Rooted Apical Cuttings, and a Diffused Light Store through a cost-share model also helped her expand production, improve seed quality, and reduce losses.

Value beyond one enterprise

The enterprise increases access to quality seed potato and connects producers to markets. Growth could create opportunities in production, aggregation, transport, marketing and value addition.

The next 12 months

- Expand beyond two acres.
- Increase clean-seed multiplication.
- Work with more young farmers.
- Establish reliable market linkages for seed and ware potatoes.

What the business means to Joywine

Her business means independence, growth and an opportunity to create her own future. The experience has helped Joywine to see potato farming more deliberately as a business.

With greater confidence and practical skills, she is growing her enterprise and exploring opportunities across the potato value chain.

Growth opportunity

Immediate priority

Affordable inputs, capital for acreage and larger volumes, transport solutions and reliable markets.

How support would be used

Finance expanded production, improve input access, and connect the enterprise to dependable buyers.

Expected result

More clean seed produced, larger volumes aggregated and stronger market opportunities for Joywine and participating farmers.

Partnership invitation

Partners that can help unlock an enterprise that links quality seed, young producers and markets.

Let's connect



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YOUTH ENTERPRISE PROFILE: Alex Mutua

Mutua Poultry Enterprise

Producing poultry, brooding chicks and sharing practical management knowledge with farmers and young entrepreneurs.

Enterprise pathways Poultry production, chicks brooding and farmer training

Started 2024

Region Machakos County, Kenya



Enterprise at a glance

200

chicks brooded per cycle

25

layers currently kept

150

chickens marketed per cycle

**KES 450,000
(USD 3,476)**

reported annual revenue

The opportunity

Farmers struggle to access healthy chicks and practical poultry knowledge, while young people face limited livelihood opportunities. Local demand for poultry products creates an entry point for a youth-led enterprise.

How the enterprise works

Mutua Poultry Enterprise produces broilers and eggs, broods chicks and provides practical farmer training in brooding, feeding, vaccination, hygiene and record keeping. It supplies improved indigenous birds, layers and brooded chicks.



The journey

Alex started the enterprise in 2024 in response to unemployment, limited income opportunities and growing demand for poultry products. He combined production with knowledge-sharing to help customers reduce avoidable losses.

Where the enterprise stands today

Alex broods 200 chicks per cycle, keeps 25 layers, markets 150 chickens per cycle and completes three production cycles per year. Reported annual revenue is KES 450,000 (USD 3,476) from chickens, eggs, chicks and manure.



In his own words

"Poultry farming: a business for youth, a solution for communities." - Alex Mutua

What FIPS Africa contributed

Training and support from FIPS Africa helped Alex strengthen his skills in brooding, disease management, vaccination, record keeping and poultry business management. Cost-sharing support helped him expand production, while linkages with other farmers and aggregators opened up opportunities to learn, build relationships and access markets.

Value beyond one enterprise

The enterprise contributes to youth income, local food supply, farmer access to chicks and a practical example of agriculture as a livelihood.

The next 12 months

- Expand poultry production and improve efficiency.
- Acquire modern poultry equipment.
- Strengthen technical and business management.
- Build stronger market linkages.

What the business means to Alex

The enterprise has helped Alex grow from a small-scale poultry farmer into a more confident and organised young agripreneur. It allows him to build a sustainable business, strengthen his income, and continue learning and sharing knowledge with other young farmers.

Growth opportunity

Immediate priority

Affordable finance, modern poultry equipment, continued training and mentorship, and stronger market linkages.

How support would be used

Invest in equipment and productive capacity, deepen practical management support and connect the enterprise to reliable buyers.

Expected result

A more sustainable poultry enterprise that creates jobs, supports food security and serves more farmers and customers.

Partnership invitation

Partners can help Alex turn proven production cycles into a stronger local poultry service enterprise.

Let's connect



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Systems pathway

Evidence and partnerships help successful approaches move into markets, finance and institutions.

YOUTH ENTERPRISE PROFILE: Bonface Ouma

Foundation Farm (Msingi Farm)

Buying and brooding chicks for sale to farmers, alongside vegetable production and linking farmers to knowledge, quality chicks and markets.

Enterprise pathways Poultry, vegetables and market linkages

Started 2021

Region Busia County, Kenya



Enterprise at a glance

200 improved indigenous or Kenbro birds	KES 30,000 (USD 232) profit per month	1 acre integrated poultry and crops	500 birds stated expansion ambition
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The opportunity

Young people and smallholder farmers want to enter poultry farming but often lack brooding knowledge, equipment and reliable access to quality chicks. Early chick losses discourage them, while small purchase volumes limit direct access to suppliers.

How the enterprise works

Foundation Farm broods day-old chicks and supplies them at approximately two weeks to one month old. It also aggregates chicks, integrates poultry with vegetables, and provides production knowledge and market connections.



The journey

Bonface started after observing the barriers facing new poultry farmers. The farm is developing from production into a farmer-support and market-linkage enterprise that gives customers a stronger starting point.

Where the enterprise stands today

The farm manages approximately 200 improved indigenous or Kenbro birds, sells about 1,000 chicks per month and integrates poultry with crops on one acre. A verified revenue figure was not supplied.



In his own words

"Foundation Farm is more than a business to me. It is a way to build my own livelihood while creating opportunities for other farmers and young people to grow through agriculture." – Bonface Ouma

Bonface Ouma | Foundation Farm (Msingi Farm)

What FIPS Africa contributed

Training and mentorship from FIPS Africa helped Bonface strengthen his skills in poultry and vegetable production, access improved indigenous breeds, and approach farming more deliberately as a business. The exposure also encouraged him to diversify into poultry, vegetables, and arrowroots while strengthening his ability to support other farmers and young agripreneurs.

Value beyond one enterprise

Brooding services give farmers a stronger starting point, while aggregation improves local access to chicks. Diversified production supports food security and additional income streams.

The next 12 months

- Expand poultry production to at least 500 birds.
- Strengthen the farm's brooding and aggregation systems.
- Continue developing farmer support and market linkages.

What the business means to Bonface

Foundation Farm is a platform for Bonface to build his own livelihood while creating opportunities for others. Through the enterprise, he is creating employment, supporting farmers with chicks, knowledge, and market linkages, and encouraging more young people to see agriculture as a viable business and career.



Growth opportunity

Immediate priority

To grow poultry production from about 200 to at least 500 birds, strengthen brooding capacity and introduce solar-powered irrigation on the one-acre farm.

How support would be used

Poultry housing, brooding equipment, solar irrigation, production inputs, and stronger farmer training and market linkages.

Expected result

A larger, more reliable farmer-support enterprise with improved access to quality chicks and production knowledge.

Partnership invitation

Bonface is looking to work with partners who can help Foundation Farm expand production, reach more farmers, and create more opportunities for young people

Let's connect



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Systems pathway

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YOUTH ENTERPRISE PROFILE: Matthew Ekakoro

Odioi Hills Farm

A farmer-centred poultry enterprise combining quality birds with training, advisory services, business support and market linkages.

Enterprise pathways Poultry production and farmer services

Started 2026

Region Busia County, Kenya



Enterprise at a glance

2026

enterprise established

5 months

completed dry run

Core team

plus casual labour as needed

2027

incorporation ambition

The opportunity

Smallholder poultry farmers face poor-quality breeds, high feed costs, limited technical knowledge, disease, mortality, weak records and unreliable markets. A viable service model must combine birds with practical capability and market connection.

How the enterprise works

The farm works with reputable hatcheries, broods chicks for about one month, supplies birds at several stages and supports farmers in housing, nutrition, vaccination, biosecurity, records, planning and business management.



The journey

Matthew built experience through farming, community engagement, training and consultancy. FIPS Africa mentorship and selection as a Youth Consultant strengthened his ability to support farmers. He later became a founding team member and General Manager of Odioi Hills Farm.

Where the enterprise stands today

The business completed a five-month dry run, formalised as a sole proprietorship and operates with a core team supported by casual workers when production demand increases. A verified revenue figure was not supplied.



In his own words

"Success is not simply selling a farmer a bird. Success is seeing that farmer succeed with the bird."
- Matthew Ekakoro

What FIPS Africa contributed

FIPS Africa mentorship and Matthew's selection as a Youth Consultant strengthened his practical advisory capability, business understanding and ability to support other farmers.

Value beyond one enterprise

The model combines quality birds with practical knowledge, farmer relationships, aggregation and market development. It aims to improve farmer confidence, income and enterprise performance.

The next 12 months

- Strengthen locally adapted genetics and affordable feed solutions.
- Develop digital advisory, records and production data systems.
- Build aggregation and structured off-taker partnerships.
- Progress towards full company incorporation by 2027.

What the business means to Matthew

Odioi Hills Farm gives Matthew an opportunity to build a sustainable poultry enterprise while helping other farmers improve their own businesses. For him, the enterprise is not only about producing and selling birds, but also about combining quality stock, practical knowledge, farmer relationships, aggregation and stronger market linkages.

Through this model, Matthew wants to help farmers make better production decisions, improve confidence and earn more from poultry. His longer-term ambition is to grow Odioi Hills Farm into a leading East African poultry enterprise.

Growth opportunity

Immediate priority

Affordable feeds, locally adapted genetics, digital advisory and records, production data and structured off-taker partnerships.

How support would be used

Strengthen technical systems, data, aggregation, market development and climate-resilient poultry production.

Expected result

A leading East African poultry enterprise that improves farmer confidence, income and enterprise performance.

Partnership invitation

Partners can help Odioi Hills Farm connect a farmer-centred service model to technology, markets and scale.

Let's connect



Save the contact card and continue the conversation.

Why FIPS Africa is a partner of choice



Last-mile reach

Locally rooted networks connect skills, inputs, services, finance and markets.



Enterprise first

Young people build capability and viable activity before grouping for scale or finance.



Technical + business

Practical competence is combined with mentoring and commercial decision-making.



Systems pathway

Evidence and partnerships help successful approaches move into markets, finance and institutions.

YOUTH ENTERPRISE PROFILE: Rodgers Kuto

Poultry offtake and youth agribusiness services

Connecting poultry producers to buyers while mentoring young people to approach agriculture as an enterprise.

Enterprise pathways Buying and selling chicken, market linkages and youth support

Started 2023

Region Kilifi County, Kenya



Enterprise at a glance

Poultry	500	Youth	Networks
offtake service	birds sold every month	training and mentorship	farmer and group sourcing

The opportunity

Poultry farmers and young entrepreneurs often struggle to secure reliable markets, understand demand and connect production decisions to buyers. Rodgers' field work gave him practical insight into these barriers.

How the enterprise works

Rodgers sources one-month-old chicks and mature birds from individual farmers and organised groups, then connects the poultry to buyers. He also supports young people through agribusiness training, mentorship and field activities.



The journey

His work as a Field Youth Officer exposed the barriers young farmers face, especially market access, business knowledge, inputs and reliable buyers. He is translating that insight into an offtake and youth-support enterprise.

Where the enterprise stands today

Rodgers currently buys and sells approximately 500 chickens each month, equivalent to about 6,000 birds annually if the current rate is maintained. He works with a network of young people who help source chickens to meet growing buyer demand.



In his own words

"As a young person, I have learned that agriculture can become a real business when we understand the market and identify opportunities within the value chain. My goal is not just to sell chickens, but to build an enterprise that creates opportunities for other youth and grows into production and value addition."

– Rodgers Kuto

Rodgers Kuto | Buying and selling chicken, market linkages and youth support

What FIPS Africa contributed

Through FIPS Africa, Rodgers gained practical exposure to market systems, market linkages, cost-sharing approaches and agribusiness development. This helped him understand the importance of connecting production with markets, aggregation and value addition.

Value beyond one enterprise

Reliable offtake can reduce farmers' selling difficulties, while mentorship encourages more young people to view agriculture as a business and source of employment.

The next 12 months

- Build a sustainable poultry offtake enterprise.
- Develop more reliable market opportunities for farmers.
- Expand agribusiness mentoring and field support for young people.

What the business means to Rodgers

The enterprise gives Rodgers an opportunity to build his future through agriculture while creating income and opportunities for other young people across the poultry value chain. His long-term ambition is to build an integrated agribusiness combining aggregation, production, value addition, marketing and feed production.



Growth opportunity

Immediate priority

To expand poultry aggregation, establish more chicken outlets and strengthen his network of youth suppliers and buyers. He also wants to introduce storage and value addition such as chicken roasting.

How support would be used

Expand chicken buying, improve storage and handling, venture into poultry production and value addition, and explore poultry feed production.

Expected result

Reliable market opportunities and stronger enterprise pathways for poultry farmers and young people.

Partnership invitation

Development organisations, financial institutions, agribusiness companies and other partners who can strengthen markets, poultry production, value addition and locally produced feeds.

Let's connect



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Last-mile reach

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Enterprise first

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Technical + business

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Systems pathway

Evidence and partnerships help successful approaches move into markets, finance and institutions.

YOUTH ENTERPRISE PROFILE: Mercy Sanny Mwango

Eden Farm

Linking poultry and vegetable production to direct sales, value addition, jobs and a pathway through university.

Enterprise pathways Poultry, vegetables and roasted chicken outlets

Started 2023

Region Kilifi County, Kenya



Enterprise at a glance

1 acre

under vegetables

350 birds

poultry capacity

2

Chicken roasting
businesses

2

people employed in
outlets

The opportunity

Unemployment limits opportunities for young people, while dry seasons, production capacity and access to larger markets constrain farm growth. Direct sales and value addition create a route to stronger margins and more reliable demand.

How the enterprise works

Eden Farm combines improved indigenous and broiler production, vegetables and value addition through two roasted chicken outlets. Planned poultry management and improved vegetable practices support efficient use of space, water and farm resources.



The journey

Mercy joined FIPS Africa in December 2023 and started with a kitchen garden and 20 improved indigenous chickens through a cost-share opportunity. Training, practical learning and continued investment helped her expand into broilers, vegetables and prepared-food outlets.

Where the enterprise stands today

Eden Farm grows vegetables on about one acre, has poultry capacity of around 350 birds and operates two chicken roasting outlets. Income comes from poultry, vegetables and the outlets; the source profile does not provide a verified revenue figure.



In her own words

"Eden Farm has changed my life by giving me income for school fees while I build my own business."
- Mercy Sanny Mwango

Mercy Sanny Mwango | Eden Farm

What FIPS Africa contributed

FIPS Africa training, practical learning and a cost-share opportunity helped Mercy begin with a kitchen garden and 20 improved indigenous chickens, then expand into a diversified enterprise.

Value beyond one enterprise

The enterprise helps Mercy pay university fees, employs two people in the outlets, supplies fresh food and encourages other young people to start farming enterprises.

The next 12 months

- Improve irrigation and water storage.
- Strengthen poultry housing and inputs.
- Expand vegetable acreage and market reach.
- Build the chicken roasting outlets, youth jobs, branding and visibility.

What the business means to Mercy

The business is a route to education, income, independence and the confidence to create opportunities for other young people.



Growth opportunity

Immediate priority

Irrigation and water storage, poultry housing and inputs, larger vegetable acreage, stronger outlets and buyers, branding and visibility.

How support would be used

Invest in water, production capacity, outlets, market development and business visibility.

Expected result

Higher and more stable production, stronger direct sales and more income and employment opportunities for young people.

Partnership invitation

Partners can help Eden Farm turn a proven integrated model into a recognised youth-led agribusiness.

Let's connect



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Systems pathway

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YOUTH ENTERPRISE PROFILE: Benea Otago Nyabicha

Vegetable production and plant propagation enterprise

Scaling diversified vegetable production and seedling propagation with improved irrigation, nursery systems and market access.

Enterprise pathways Vegetables, habanero and propagated seedlings

Started 2024

Region Kwale County, Kenya



Enterprise at a glance

2 acres

under enterprise
production

**KES 40,000
(USD 309)**

reported monthly income

4

linked crop and seedling
lines

2024

joined FIPS Africa

The opportunity

Reliable irrigation, year-round production, stronger nursery infrastructure, improved post-harvest handling and access to larger buyers are key to taking Benea's enterprise to the next stage of growth.

Strengthening these areas would help him produce more consistently, reduce losses and respond better to market demand. At the same time, strong local demand creates clear opportunities to expand diversified vegetable production and increase the supply of quality seedlings.

How the enterprise works

Benea produces a mix of indigenous and commercial vegetables, including habanero, while also raising seedlings in propagation trays for his own production and for sale. Diversifying across different crops and seedlings helps spread market risk, generate income at different times, and maintain a steadier cash flow. Drip irrigation also supports better crop establishment and more efficient use of available water.

The journey

After mobilisation by VBA Maamud, Benea received training and a small pack of amaranth seed for trial. He expanded from one-eighth of an acre to half an acre and then to two acres.

Where the enterprise stands today

The enterprise operates on two acres and produces indigenous vegetables, commercial vegetables, habanero and propagated seedlings. Reported income is approximately KES 40,000 (USD 309) per month, with sales through local open markets, online channels, producers, traders and vendors.



In their own words

"Starting with a small trial, I have grown to two acres, and I now see an opportunity to strengthen irrigation, diversify production and reach larger markets." - Benea Otago Nyabicha

Benea Otago Nyabicha | Vegetable production and plant propagation enterprise

What FIPS Africa contributed

FIPS Africa mobilisation, training and a small trial pack of amaranth seed gave Benea a practical entry point. He used the learning and early results to expand from one-eighth of an acre to two acres.

Value beyond one enterprise

The enterprise creates work and income opportunities for youth, young women and persons with disabilities while supplying fresh produce and planting materials.

The next 12 months

- Invest in reliable irrigation and nursery or shade-house infrastructure.
- Increase propagation capacity, productive acreage and year-round production.
- Improve post-harvest handling, packaging and access to larger buyers.

What the business means to Benea

The enterprise gives Benea a growing source of income and a practical pathway to build a stronger, more resilient agribusiness. By combining diversified vegetable production with seedling propagation, he can spread risk, create different income streams, and respond to changing market demand.

What began as a small trial has grown into a two-acre enterprise, giving Benea greater confidence to invest, improve production, and pursue larger market opportunities. For him, the business represents both livelihood growth and the potential to build a more sustainable farming enterprise over time.

Growth opportunity

Immediate priority

Irrigation, nursery or shade-house infrastructure, propagation trays and media, productive acreage, post-harvest handling, packaging and larger buyers.

How support would be used

Finance reliable water and nursery systems, expand production and strengthen post-harvest handling and market access.

Expected result

A profitable, scalable and inclusive vegetable and plant-propagation enterprise serving a wider market.

Partnership invitation

Partners can help Benea move from successful field expansion to year-round, market-ready production.

Let's connect



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Last-mile reach

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Technical + business

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Systems pathway

Evidence and partnerships help successful approaches move into markets, finance and institutions.

YOUTH ENTERPRISE PROFILE: Zipporah Ateyu

Atehsmart Enterprise

Combining poultry brooding and aquaculture to improve access to productive stock, practical guidance and local food supply.

Enterprise pathways Poultry and aquaculture

Started 2025

Region Kakamega County, Kenya



Enterprise at a glance

34,000

fingerlings stocked

2

fish ponds

200

chicks brooded per cycle

2

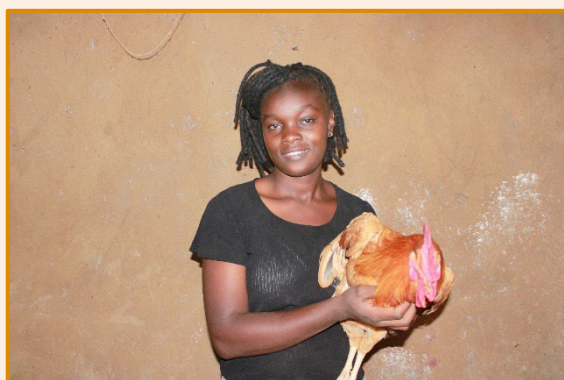
enterprise pathways

The opportunity

Smallholder farmers, young people, women and institutions need reliable access to quality chicks, fingerlings and practical production guidance. Poultry and aquaculture together create complementary food and enterprise pathways.

How the enterprise works

Atehsmart Enterprise provides quality chicks, fingerlings and aquaculture solutions, together with practical support for farmers. The enterprise combines poultry brooding and aquaculture to improve access to productive stock.



The journey

Zipporah has built Atehsmart Enterprise around poultry and aquaculture, supplying quality chicks and fingerlings while providing practical guidance to farmers. The enterprise is now looking to strengthen its facilities, increase production and reach more farmers and customers.

Where the enterprise stands today

Two ponds measuring 80 m² and 96 m² are stocked with 34,000 fingerlings. Poultry brooding capacity is 200 chicks per cycle. A verified revenue figure was not supplied.



In their own words

"By combining poultry and aquaculture, I want to give farmers access to quality stock, practical knowledge and better opportunities to grow their enterprises." – Zipporah Ateyu

What FIPS Africa contributed

Training and mentorship through FIPS Africa helped Zipporah strengthen her practical agribusiness knowledge and her ability to support other farmers. The exposure has contributed to how she combines access to productive stock with practical guidance, while building Atehsmart as an enterprise that creates opportunities beyond her own business.

Value beyond one enterprise

The enterprise supports food production, farmer productivity and household incomes while seeking to create employment for young people and women.

The next 12 months

- Expand chick and fingerling production.
- Improve poultry and aquaculture facilities.
Increase customers and strengthen farmer training and technical guidance.

What the business means to Zipporah



Growth opportunity

Immediate priority

Finance and strategic partnerships for improved poultry breeds, expanded fish facilities, quality fingerlings and feeds, working capital, transport, marketing and farmer support.

How support would be used

Invest in productive stock, facilities, working capital, transport, marketing and technical support.

Expected result

More chicks and fingerlings supplied, stronger farmer guidance and increased food and employment opportunities.

Partnership invitation

Partners can help Atehsmart connect two high-potential enterprise pathways to stronger facilities and markets.

Let's connect



Save the contact card and continue the conversation.

Why FIPS Africa is a partner of choice



Last-mile reach

Locally rooted networks connect skills, inputs, services, finance and markets.



Enterprise first

Young people build capability and viable activity before grouping for scale or finance.



Technical + business

Practical competence is combined with mentoring and commercial decision-making.



Systems pathway

Evidence and partnerships help successful approaches move into markets, finance and institutions.

YOUTH ENTERPRISE PROFILE: Esther Ngui

Warmest Broodings Services Enterprise

Providing specialised early-stage chick management, stronger started chicks and practical support to smallholder poultry farmers.

Enterprise pathways Poultry brooding services and farmer support

Started 2022

Region Mbooni, Makueni County



Enterprise at a glance

14-21 days

specialised brooding
period

15-30%

reported baseline early
mortality risk

100,000

farmers in the five-year
ambition

Day-old chicks

core service

The opportunity

Cold conditions, weak brooding systems and limited technical knowledge expose day-old chicks and farmers' investments to high early losses. The source profile reports early mortality of 15-30% linked to cold, crowding and weak biosecurity.

How the enterprise works

Chicks are managed for 14-21 days with appropriate nutrition, clean water and primary vaccination. Farmers receive stronger pullets, feeding guidance, biosecurity training and text-message support.



The journey

The enterprise emerged from the risk that cold conditions, weak brooding systems and limited technical knowledge pose to day-old chicks and the farmers investing in them.

Where the enterprise stands today

Esther has grown from brooding just 10 chicks in 2022 to brooding about 2,400 chicks annually. The enterprise works with approximately 1,000 young people and women farmers and reports annual revenue of about KES 840,000 (USD 6,488).



In her own words

"The smallest interventions can yield the greatest transformations." - Esther Ngui

What FIPS Africa contributed

Training and continued mentorship from FIPS Africa helped Esther strengthen her skills in chick brooding, day-old chick management, housing, feeding, vaccination, and pest and disease management. Regular follow-up helped her master the practices, while her later role as a Field Youth Officer allowed her to pass the same knowledge on to other young people and farmers.

Value beyond one enterprise

Warmest Broodings Services Enterprise reduces the risks farmers face during the most vulnerable stage of poultry production.

By brooding chicks for the first 28 days and providing farmers with stronger birds, practical guidance and continued support, the enterprise helps improve survival, protect farmer investments and strengthen poultry-based livelihoods.

The next 12 months

- Strengthen the brooding service and farmer-support system.
- Build towards a network of automated, decentralised brooding hubs.
- Progress towards serving 100,000 smallholder farmers within five years.

What the business means to Esther

For Esther, the enterprise is more than a source of income. It is an opportunity to turn the challenge of chick mortality into a practical service that helps other farmers succeed, particularly women and young people who depend on poultry for income and household resilience.

Growth opportunity

Immediate priority

To strengthen brooding capacity so that she can serve more farmers with healthy, well-managed chicks.

How support would be used

Improve brooding facilities, reliable heating and energy systems, equipment, chick management and farmer extension support.

Expected result

Stronger brooding capacity which, over time, could also create more income and enterprise opportunities for women and young people.

Partnership invitation

Esther is looking to work with partners who can help her strengthen its brooding systems, expand farmer reach, and develop a wider network of reliable brooding services.

Let's connect



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YOUTH ENTERPRISE PROFILE: **Muhsin Okoth**

NUR Poultry Farm

Rearing improved indigenous chickens, brooding and hatching chicks, and building a local source of reliable poultry products.

Enterprise pathways Poultry, hatching and brooding

Started 2024

Region Bungoma County, Kenya



Enterprise at a glance

300

birds in the current flock

90-95%

reported survival rate

**KES 30,000
(USD 232)**

average monthly revenue

500 birds

12-month target

The opportunity

High feed and raw-material costs absorb much of the working capital, while limited capital constrains poultry housing and flock expansion. Households and smallholder farmers need quality chickens, chicks and fertilised eggs.

How the enterprise works

NUR Poultry Farm rears improved indigenous chickens, broods and sells chicks, hatches from fertilised eggs, and sells fertilised eggs and mature birds. Muhsin plans to grow maize, sunflower and soya as feed ingredients.



The journey

Muhsin started the farm in 2024 to build a practical source of income and supply quality poultry products to households and smallholder farmers around Chwele.

Where the enterprise stands today

The current flock is about 300 birds, with reported survival of 90-95%. Average monthly revenue is approximately KES 30,000 (USD 232).



In his own words

"I started with just 30 chickens, but with the right knowledge, practical exposure and a business mindset, I am now building NUR Poultry Farm into an enterprise that can create opportunities for other farmers and young people." - Muhsin Okoth

Muhsin Okoth | NUR Poultry Farm

What FIPS Africa contributed

Training, field days and practical demonstrations through FIPS Africa helped Muhsin strengthen his skills in poultry management, disease prevention and improved indigenous production.

The exposure also helped him approach poultry more deliberately as a business, contributing to the growth of NUR Poultry Farm from 30 to more than 200 birds.

Value beyond one enterprise

The farm supplies chickens, chicks and fertilised eggs and aims to create income opportunities while supporting other smallholder poultry farmers.

The next 12 months

- Increase the flock to 500 birds.
- Increase average monthly revenue to KES 50,000 (USD 386).
- Expand hatching, brooding and housing capacity.
- Strengthen technical guidance and market connections.

What the business means to Muhsin

NUR Poultry Farm is both a source of income and an opportunity for Muhsin to support other farmers with chicks and fertilised eggs.

As the enterprise grows, he hopes to create more opportunities for young people and demonstrate that poultry farming can be a viable business.

Growth opportunity

Immediate priority

Capital, land, equipment, hatching and brooding capacity, technical guidance and market connections.

How support would be used

Invest in land and feed production, housing, hatching and brooding equipment, business capability and reliable markets.

Expected result

A sustainable poultry business known for quality improved indigenous chickens, reliable chicks and fertilised eggs.

Partnership invitation

Partners can help NUR Poultry Farm reduce feed pressure and expand reliable local poultry supply.

Let's connect



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Systems pathway

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YOUTH ENTERPRISE PROFILE: Justus Kojo Bwire

Broiler chicken enterprise

Producing broilers for households and businesses while creating direct youth employment through chicken preparation and sales.

Enterprise pathways Broiler production, sales and delivery

Started 2024

Region Bungoma County, Kenya



Enterprise at a glance

300

broilers per production cycle

**KES 150,000
(USD 1,159)**

average revenue per cycle

3

direct youth opportunities

2

immediate growth priorities

The opportunity

Limited production space restricts the number of birds per cycle. Lack of suitable delivery equipment makes it difficult to serve distant customers and fulfil bulk orders, despite demand from households, vendors, hotels and events.

How the enterprise works

Justus produces broiler chickens for households, food vendors, hotels, events and customers placing larger orders. Additional production space and delivery equipment would allow higher output and wider market reach.



The journey

Justus started his broiler enterprise in 2024 after identifying growing local demand for affordable, quality chicken. Over time, the business has become an important source of income and a growing investment, while also creating opportunities beyond the farm. Three young people are directly involved in preparing and selling chicken fries at the local market.

Where the enterprise stands today

The enterprise currently rears 300 broilers per six-week production cycle and reports average revenue of about KES 150,000 (USD 1,159) per cycle. Justus estimates a gross margin of around KES 45,000 (USD 348) and a net profit of approximately KES 30,000 (USD 232) per cycle.



In his own words

"For me, poultry is a pathway to financial independence and a way to create opportunities for other young people in my community." – Justus Kojo Bwire

Justus Kojo Bwire | Broiler chicken enterprise

What FIPS Africa contributed

Training and support from FIPS Africa helped Justus strengthen his agribusiness and poultry management skills, make better business decisions, and access reliable sources of quality chicks.

Market linkages also helped him connect with potential customers and better understand opportunities within the poultry value chain.

Value beyond one enterprise

The enterprise contributes to youth employment, local food supply and demonstrates agribusiness as a source of income and economic empowerment.

The next 12 months

- Increase production space.
- Acquire reliable delivery equipment for distant and bulk-order customers.
- Expand market reach across Bungoma County and neighbouring markets.
- Create more jobs through growth.

What the business means to Justus

The poultry enterprise is a pathway to financial independence and a more sustainable livelihood for Justus. It has also enabled him to create employment for three other young people, and he hopes to expand production, serve more customers and create more opportunities in his community.

Growth opportunity

Immediate priority

Increased production space and reliable delivery equipment.

How support would be used

Invest in production infrastructure, delivery capacity and market development.

Expected result

A sustainable commercial poultry enterprise serving wider markets and creating more jobs.

Partnership invitation

Partners can help Justus convert proven cycle revenue into greater production and distribution capacity.

Let's connect



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Systems pathway

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YOUTH ENTERPRISE PROFILE: Clifford Katima

Poultry farming enterprise

Building a local poultry business around practical skills, affordable products, persistence and a pathway to self-reliance.

Enterprise pathways Poultry production and local sales

Started 2022

Region Bungoma County, Kenya



Enterprise at a glance

300

birds in the current flock

**KES 85,000
(USD 657)**

reported monthly revenue

**KES 1.02m (USD
7,878)**

annualised revenue
before costs

2022

joined FIPS Africa

The opportunity

High feed and chick costs, limited capital, poultry diseases, price fluctuations, weak market access, housing costs and limited access to modern knowledge and equipment constrain growth.

How the enterprise works

Clifford keeps poultry and supplies poultry products to customers in his community. He continues improving poultry management, customer service, records, marketing and financial planning.



The journey

After completing primary school, Clifford was unable to continue to secondary education, but he found a new pathway through poultry. In 2022, hands-on training through FIPS Africa introduced him to practical poultry management and helped him see farming as a possible source of income and enterprise. The training gave him the confidence to start applying the skills on his own and gradually build a business around chicken production.

Where the enterprise stands today

Clifford's enterprise is still described as small-scale, although the available information does not provide a verified flock size. Even so, the business is already generating reported revenue of about KES 85,000 (USD 657) per month, showing its potential as a growing livelihood.

As the enterprise develops, stronger production records, a larger flock, and continued business support could help Clifford improve profitability and expand further.

In his own words

"Every successful business starts with a step." - Clifford Katima

Clifford Katima | Poultry farming enterprise

What FIPS Africa contributed

Hands-on poultry training through in 2022 equipped Clifford with practical management skills and inspired him to start building the enterprise.

Value beyond one enterprise

The enterprise improves local access to poultry products, supports economic activity and offers other young people an example of starting small and growing through persistence.

The next 12 months

- Expand the flock and facilities.
- Improve poultry health management and production.
- Reach more reliable markets.
- Create jobs and build a recognised poultry enterprise.

What the business means to Clifford

My business represents hope, determination, self-reliance and the opportunity to build a better future.



Growth opportunity

Immediate priority

Capital, continued training and mentorship, larger markets, modern equipment and knowledge, and veterinary and technical support.

How support would be used

Invest in flock and facilities, modern equipment, poultry health, business capability and dependable markets.

Expected result

A recognised poultry enterprise with improved production, reliable markets and capacity to create jobs.

Partnership invitation

Partners can help Clifford build on practical skills and demonstrated persistence to reach the next stage of enterprise growth.

Let's connect



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Systems pathway

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YOUTH ENTERPRISE PROFILE: Francis Kioo Matheka

Makolongo General Supplies

Producing responsibly grown fruits, vegetables, catfish and chicken through a diversified, lower-carbon agribusiness.

Enterprise pathways Fruit, horticulture, aquaculture and poultry

Started 2023

Region Kitui County, Kenya



Enterprise at a glance

KES 2.3m (USD 17,765) reported annual revenue	17 tonnes fruit and vegetables per year	1 tonne catfish produced per year	300 birds chicken produced per year
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The opportunity

Growing concern about pesticide residues is increasing demand for responsibly produced food. At the same time, diversified local enterprises can strengthen reliable supply, rural employment and resilience.

How the enterprise works

Makolongo combines pixie and pawpaw fruit, tomatoes, kale and spinach with catfish and chicken. It supplies businesses across Kenya, including repeat customers Greenspoon, Sylvia's Basket and Vestawi Fresh, as well as neighbouring households and the local market.



The journey

Francis established Makolongo General Supplies in 2023 and formally registered it on 29 September 2023. He has built a diversified model that spreads risk across crops, fish and poultry while responding to demand for responsibly produced food.

Where the enterprise stands today

Annual output is reported as 5 tonnes each of pixie, pawpaw and tomatoes; 1 tonne each of kale, spinach and catfish; and 300 chickens. Reported annual revenue is KES 2.3 million (USD 17,765). The enterprise employs Francis and one farm manager, engages 10 youth and women seasonally, and reports more than 100 indirect



livelihood links.

In their own words

"Makolongo General Supplies is a sign of hope for a greener future." - Francis Kioo Matheka

What FIPS Africa contributed

FIPS Africa strengthened Francis's technical and business capabilities in diversified agribusiness, sustainable production and enterprise planning.

Through practical guidance and coaching, Francis has been able to assess his enterprise's performance, identify growth opportunities and prioritise investments in solar-powered water access, drip irrigation, cold storage and reliable transport.

Value beyond one enterprise

The enterprise supplies responsibly produced food, creates direct and seasonal work, supports wider livelihood activity and demonstrates how diversification can strengthen resilience while reducing environmental pressure.

The next 12 months

- Shift from a petrol-powered water pump to a solar-powered borehole.
- Install drip irrigation for more efficient water use.
- Establish cold storage to protect quality and reduce losses.
- Secure transport suited to reliable market supply.

What the business means to Francis

The business represents hope for a better future and enables Francis to produce safer, responsibly grown food for families and communities. Through Makolongo General Supplies, he demonstrates that farming can generate income, create employment and support healthier food systems while protecting the environment. He also hopes to inspire more young people to embrace farming as a viable, innovative and rewarding business.

Growth opportunity

Immediate priority

Solar-powered water access, drip irrigation, cold storage and suitable transport.

How support would be used

Invest in a solar borehole and drip system, develop cold-chain capacity and improve transport for timely, reliable supply.

Expected result

More dependable year-round production, lower energy and post-harvest costs, stronger market reach and additional employment opportunities.

Partnership invitation

Partners can help Makolongo scale a diversified food enterprise that links responsible production, lower-carbon infrastructure, jobs and dependable markets.

Let's connect



Save the contact card and continue the conversation.

Why FIPS Africa is a partner of choice



Last-mile reach

Locally rooted networks connect skills, inputs, services, finance and markets.



Enterprise first

Young people build capability and viable activity before grouping for scale or finance.



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Systems pathway

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YOUTH ENTERPRISE PROFILE: Benson Ngugi

Potato seed enterprise

Multiplying clean seed potato from rooted apical cuttings to improve local access while building a youth-led enterprise.

Enterprise pathways Seed potato multiplication and occasional ware potato production

Started 2024

Region Nakuru County, Kenya



Enterprise at a glance

1.5 acres under seed potato multiplication	5 acres three-year expansion target	2024 year started	PRACs clean starting material
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The opportunity

Farmers need a more dependable local supply of clean, quality seed potato. Enterprise growth is constrained by limited land, soils affected by repeated pesticide use, high input costs, unstable market prices and adverse weather.

How the enterprise works

Benson obtains potato rooted apical cuttings from trusted sources and multiplies clean seed on 1.5 acres. He occasionally produces ware potato and uses bulk purchasing to lower input costs while making the best use of the land available.



The journey

Benson started the enterprise in 2024. Learning to work with rooted apical cuttings gave him a reliable foundation for producing clean seed for his own farm and neighbouring farmers, while the enterprise opened a pathway into other income-generating ventures.

Where the enterprise stands today

The enterprise currently multiplies seed potato on 1.5 acres and supplies clean seed locally. It supports Benson's daily needs and has improved nearby farmers' access to planting material. Revenue, production volume and employment figures were not supplied.



In their own words

"Agribusiness is not just an option; it is a better option." - Benson Ngugi

Benson Ngugi | Potato seed enterprise

What FIPS Africa contributed

FIPS Africa strengthened Benson's technical and business capabilities in clean seed potato multiplication, including the use of potato rooted apical cuttings.

Through practical training, coaching and enterprise planning, Benson has improved his approach to production, input-cost management and market development while establishing a pathway to expand from 1.5 acres to five acres.

Value beyond one enterprise

By multiplying clean seed close to farmers, the enterprise can reduce access barriers and support more reliable potato production. Benson also offers other young people a practical example of agriculture as a route to learning, income and enterprise growth.

The next 12 months

- Maximise output from the current 1.5 acres.
- Continue buying inputs in bulk to reduce unit costs.
- Strengthen soil management and resilience to adverse weather.
- Build land and market relationships for expansion.

What the business means to Benson

The enterprise represents personal growth, continuous learning and steady progress towards financial freedom for Benson. It has enabled him to improve his livelihood, develop practical agribusiness skills and explore other income-generating opportunities. His experience has shown him that farming is not only for older people, but for anyone willing to work hard, learn from setbacks and keep trying.

Growth opportunity

Immediate priority

Access to suitable land, affordable inputs, soil restoration support, climate-resilient production and more stable markets.

How support would be used

Expand production area, improve soil health and water management, secure inputs more efficiently and strengthen market access for clean seed.

Expected result

Progress from 1.5 to 5 acres within three years and a more consistent local supply of clean, quality seed potato.

Partnership invitation

Partners can help Benson turn practical knowledge of rooted apical cuttings into a stronger youth-led seed enterprise serving more potato farmers.

Let's connect



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Systems pathway

Evidence and partnerships help successful approaches move into markets, finance and institutions.

From enterprise progress to systems impact

The profiles in this booklet show what becomes possible when young people combine practical capability, enterprise discipline and local market opportunity. FIPS Africa helps build the wider pathway around them, connecting technical and business skills with coaching, starter technologies, peer support, inputs, markets, savings and appropriate finance.

Why FIPS Africa is a partner of choice

 Last-mile reach Locally rooted networks connect skills, inputs, services, finance and markets.	 Enterprise first Young people build capability and viable activity before grouping for scale or finance.	 Technical + business Practical competence is combined with mentoring and commercial decision-making.	 Systems pathway Evidence and partnerships help successful approaches move into markets, finance and institutions.
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Partnership opportunities

Enterprise growth Finance, equipment, production infrastructure, market development and business systems. Market connection Buyer relationships, aggregation, delivery systems, branding, packaging and value addition.	Technical capability Practical training, quality inputs, animal and crop health, records and enterprise coaching. Evidence and scale Learning, documentation and partnerships that can move proven approaches into markets and institutions.
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Partner with FIPS Africa

Help young people build viable businesses, serve farming communities and become long-term drivers of resilient rural economies.

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