

Welcome to Parallel Session:

Empowering Mexican Youth



Cultivating the Future: Empowering Mexican Youth in Agriculture Panel



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Cultivating the Future: Empowering Mexican Youth in Agriculture



JORGE SÁNCHEZ

MARKETING & INNOVATION PARTNER

CONTEXT



There is limited integration in the value chain and a lack of access to appropriate machinery, information, professional technical advice, technology, services, and adequate input supplies for micro, small and medium farmers in Mexico – a situation that leads to low productivity and poor profitability.



We know that better agricultural practices need to be implemented, but changing old habits is one of the biggest challenges. Farmers are open to adopt better agricultural practices if these come from professional technicians. They would also like to have a technician to guide them in the field throughout the whole production cycle but this would be cost-prohibitive.



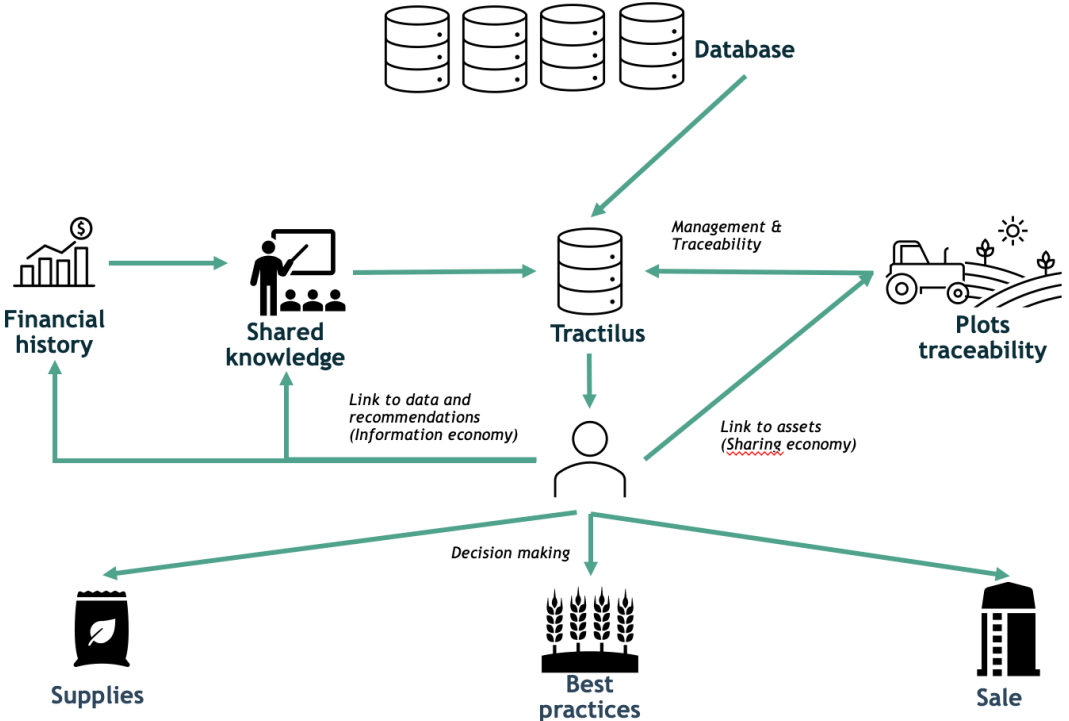
Incentives and empowerment are a major driving force for the youth, but they lack the opportunity and access to become professionals in the field. We believe that what this industry needs is a point of entry and a means of engagement.



Agtech solutions sound like one of the best options to facilitate this work and to provide access, but we have seen that there is a lack of an appropriate adoption strategy for the industry, digital platforms help but what we have discovered is that **these solutions have to be accompanied by an adoption strategy and creative hybrid education models - an integral strategy towards systemic change.**



TRACTILUS AS A POINT OF ENTRY (ENGAGEMENT)



Tractilus is an ecosystem that **interconnects** farmers with other relevant stakeholders in the production chain, through a **digital platform and a hybrid education and implementation model** that offers access to machinery, services, supplies, and technical advice in the field.

Through the platform, services are contracted, the plots are mapped and data from the field is captured, enabling farmers to receive customized insights and context-specific recommendations aimed at increasing profitability. This will also allow them the opportunity to build their financial history resulting in access to better credit rates.

A HYBRID MODEL AS AN ADOPTION STRATEGY

-SYSTEMIC CHANGE-

Our model combines "all-in-one" digital solutions with hybrid education, monitoring and support strategies. This makes adoption and use of the technology easy and scalable. We connect the digital world with the real world, and people with people.

SYSTEMIC CHANGE

It involves a paradigm shift, systemic thinking, which translates into seeing the set of parts as a whole, and forgetting about "it's too complex for me", including complexity in our thinking and generating a complete adoption of new and better practices.



INNOVATION

Innovation goes far beyond technological advances. We have to go further and think about being disruptive.

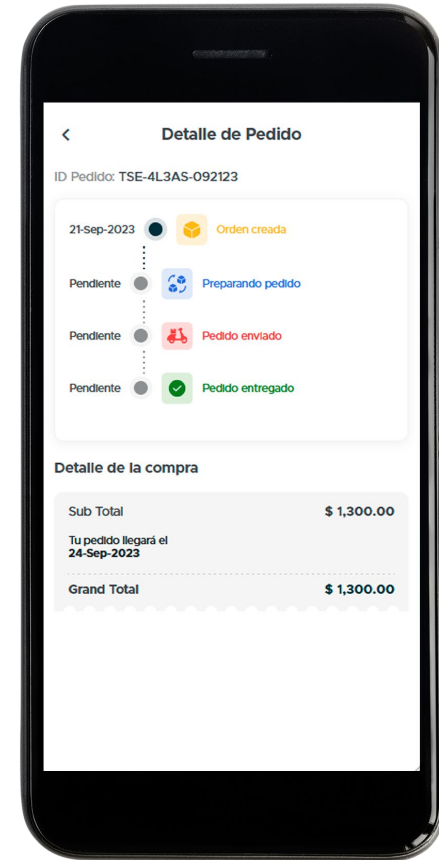
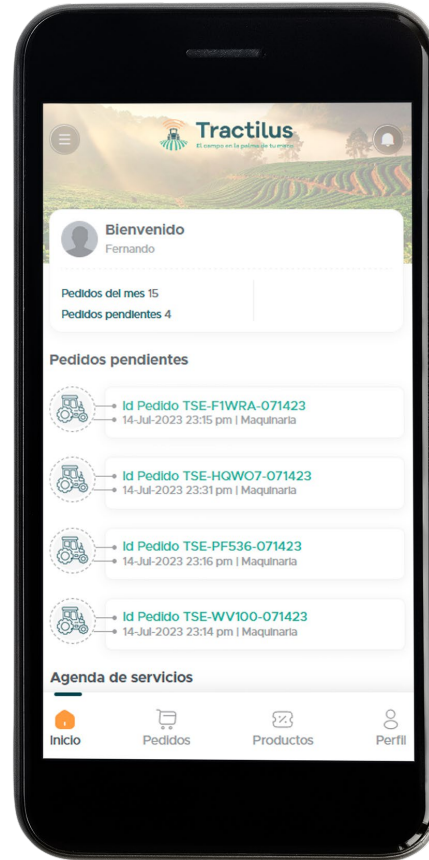
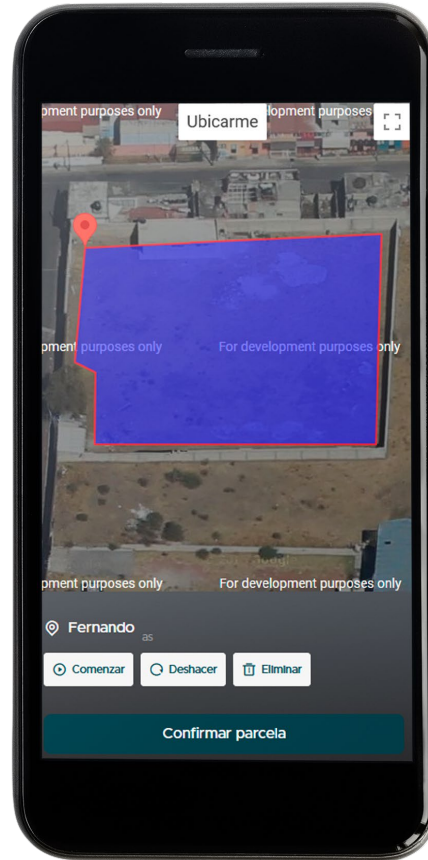
ADOPTION

- Tractilus as an entrance point.
- Generate immediate income opportunity through the platform.
- Professionalization - through field practice and asynchronous online materials.

INCENTIVES

Through a disruptive model we generate incentives for young people in the sector:

- 🌱 Increased income
- 🌱 Own business
- 🌱 Technical certifications
- 🌱 Modernity – digital technology and appropriate machinery.



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Thank you!

Multilevel capacity development for positive rural transformation with agriculture as an entry point

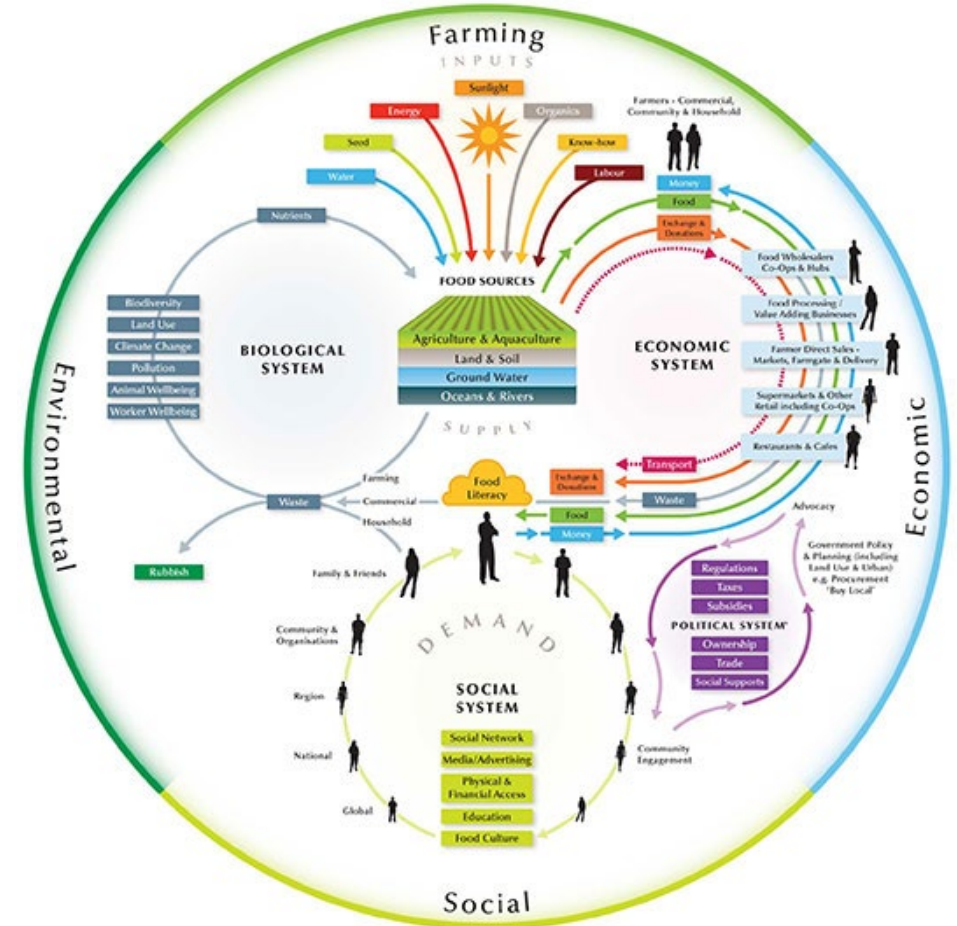
Jelle Van Loon

Associate Director Sustainable Agrifood Systems &
Regional Representative for Latin America @ CIMMYT



Capacity development for sustainable agrifood systems

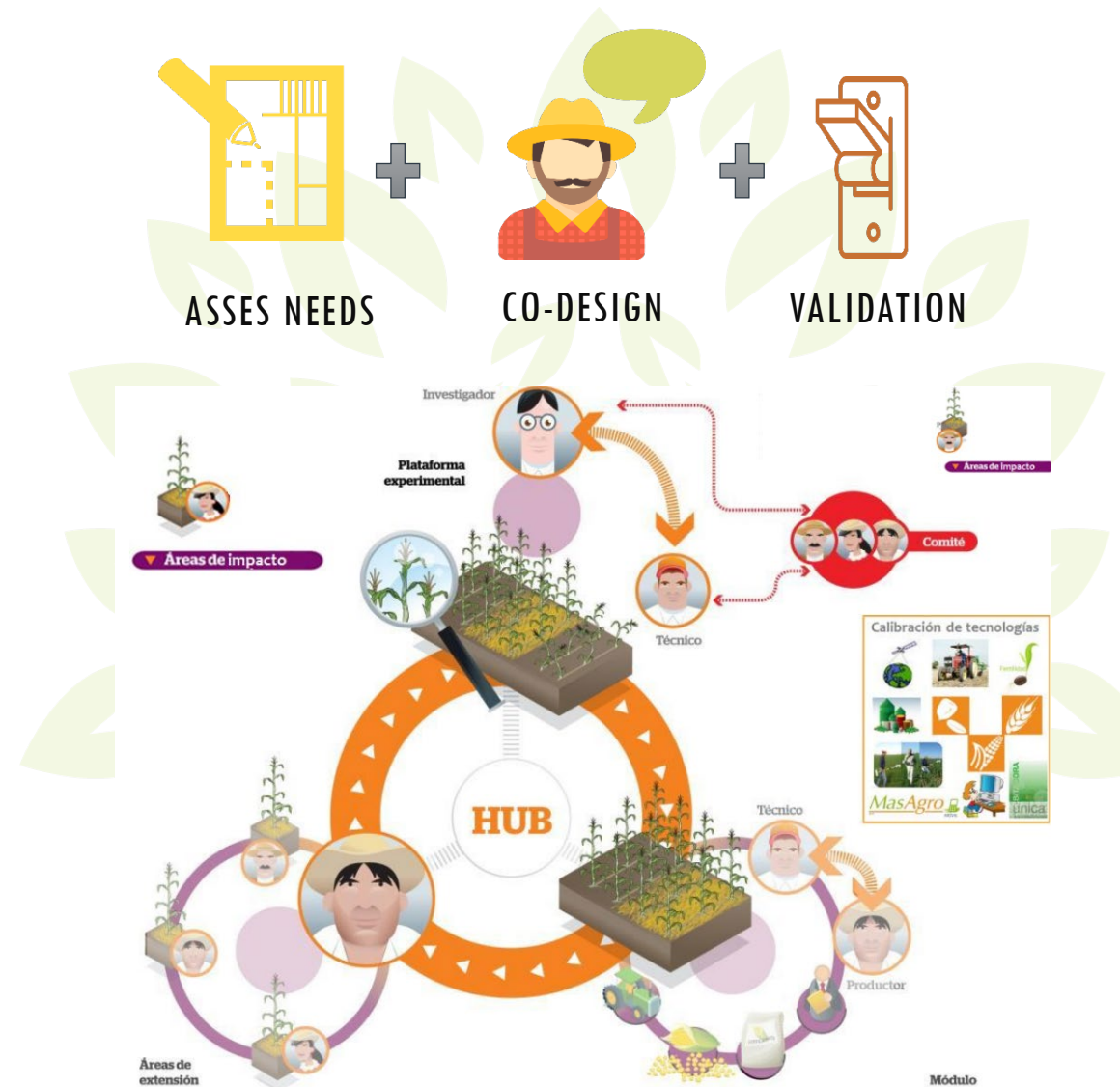
- Innovation Hub approach for integration of key stakeholder in the value network
- Development of capacities across stakeholders and alignment around common agenda
- Empowering rural leaders, including women and youth
- Public-private alliances for access, adoption and scaling



Mentoring approach for farmers

- Farmers' needs central and co-design of validation trails
- Medium-term technical support and interchange of experiences
- Facilitation of connection with allies in value chain

*Farmers as change agents
Linkage with development needs*



Liedtka J, Salzman R, Azer D. Design thinking for the greater good: Innovation in the social sector. New York: Columbia University Press; 2017.

Professionalizing services



Farm advisors & Extensionists

- Hands-on *learning-by-doing* approach
- Development of soft skills, for gender responsive and inclusive attitude
- Certification of acquired capacities

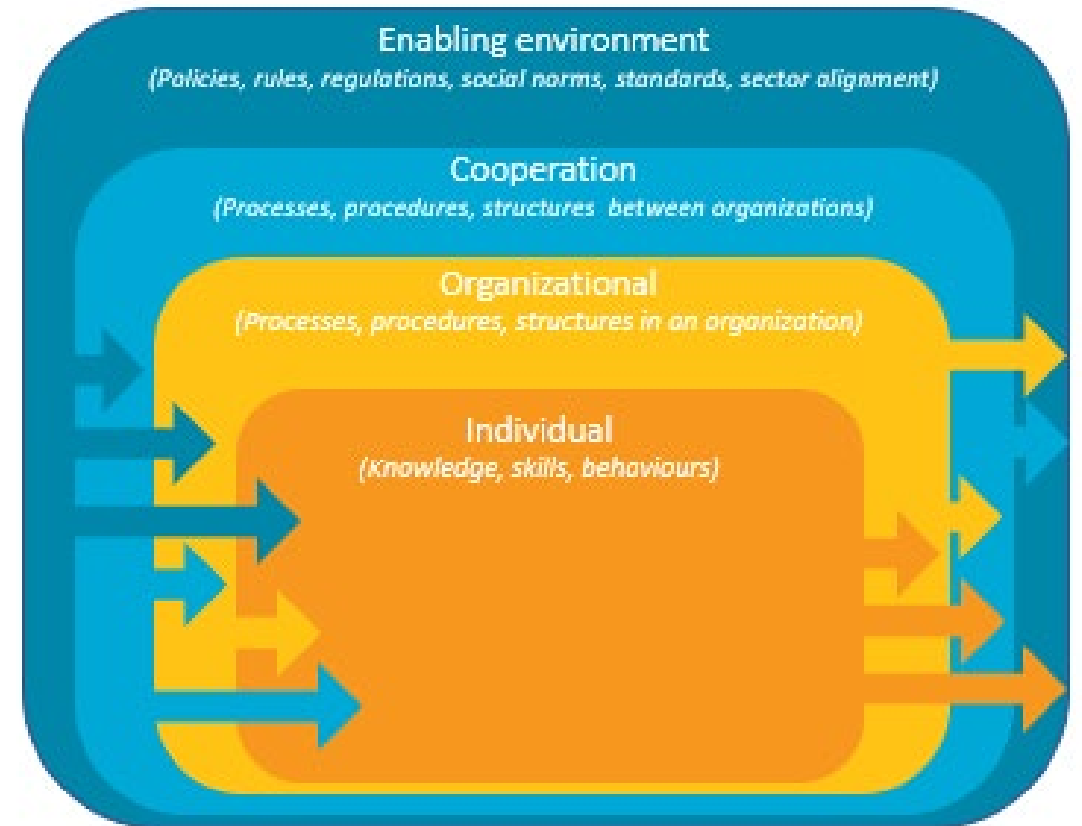


Agri-entrepreneurs & FPOs

- Training on *collective action* and organizational skills
- Co-development of client orientation skills and financial education
- Business model development and validation

Support of local institutes

- Co-creation of niche opportunities through active involvement on development interventions
- Regional sector alignment of development priorities
- Integration with local value network
- Support of project management



Woltering, L., del Refugio Boa Alvarado, M., Stahl, J., Van Loon, J., et al. 2022. Capacity development for scaling conservation agriculture in smallholder farming systems in Latin America, South Asia and Southern Africa: exposing the hidden levels.

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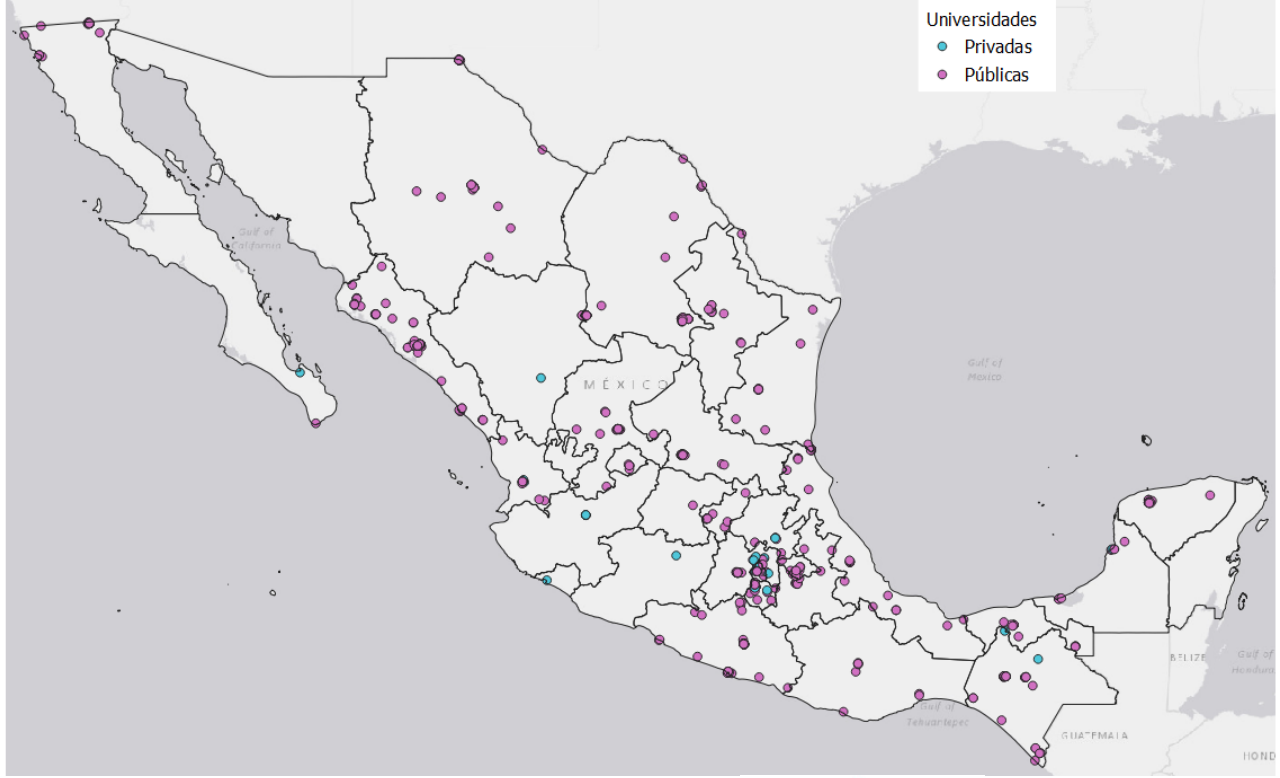
**JESUS AREVALO
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INTAGRI Mexico

Cultivating The Future – Empowering Mexican Youth in Agriculture

**Bridging the gap between science and agriculture,
the INTAGRI experience**

Jesús Arévalo Zarco













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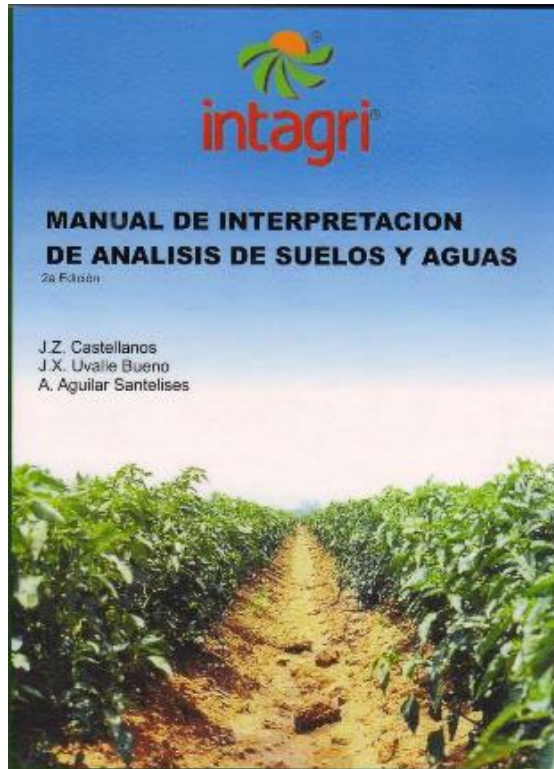
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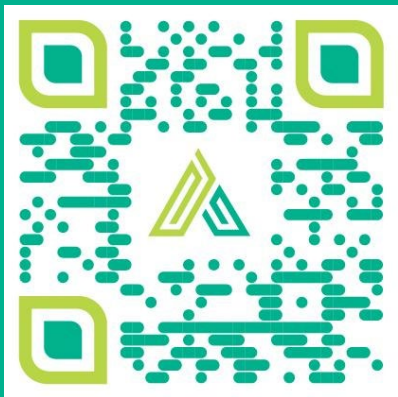
- + 140 K students
- + 400 training topics
- + 200 K newsletter subscribers
- + 400 K monthly website visits
- + 600 K followers on Fb







Thank you!



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