Julius Waweru grows his seedling and herb enterprise through partnerships

Youth entrepreneurship, CSA innovations and agricultural advisory services

Scope • Kenya; enterprise activities reported across 30 of 47 counties

Partners • Ukulima Modern Seedlings, Herbs and Nurseries Enterprise; EAFF; AFAAS through KeFAAS; Digital Connectors; Mt Kenya Avocado Hub; KALRO; ASARECA

The starting situation

Young people can participate in agriculture as service providers and business owners, but training and exposure alone may not give a young enterprise the technical support, market connections and resources needed to grow.

How partners contributed

Julius built on youth and agripreneurship opportunities to develop an enterprise offering quality seedlings, extension and advisory services, soil-health support and innovative production technologies. Partners contributed complementary support: youth mobilisation and market-development links; business-model development and paid digital extension design; digital system and team support; seedling off-take links and standard operating procedures; and technical capacity and inputs.

What changed

The case reports that the enterprise covered 30 of Kenya's 47 counties and annually reaches an average of more than 5,000 farmers in each county through its various activities. A digital extension concept connected young agripreneurs with experienced extensionists and institutions, positioning young people as providers of agricultural knowledge and services.

The documented achievement is the development of an integrated enterprise and support pathway. The source does not report revenue, profit, employment totals or verified changes in farmer productivity, so the scale of service reach should not be interpreted as proof of those outcomes.

Evidence and source

The case graphic describes enterprise services, partner contributions and reported geographic and farmer reach. It also identifies a remaining gap: Julius specifically called for mentorship and access to funding.

Source record • SS3 Infographics

Sustainability and lessons

Future youth programming can strengthen this pathway by pairing skills development with mentorship, business incubation, finance and sustained market access. The case illustrates how partners can combine mobilisation, technical capacity, digital innovation and market connections around one youth-led enterprise; tracking commercial performance and farmer outcomes would clarify the benefits of that model.