ESP delivers consistent and quality extension services through effective trainers, curriculum, and environment.

ESP is trained to do extension effectively with appropriate equipment available for training.

Incentives for individuals to provide extension services are crucial.

ESP tracks extension services with the support of traders, who keep strategy & performance journals.

The private sector invests in extension services, while the government invests in market information.

Farmers are enabled to participate in extension services, improving their knowledge about agricultural practices.

Output VC actors are enabled to participate in extension services, with the private sector providing opportunities.

Individuals choose to pursue agricultural work.
Relevant ag skills & competencies

Private sector provides opportunities

Business models that allow participation

Awareness of skills demanded among youth / women

Individuals choose to pursue agricultural work

Human Resources

Private sector produces value-added commodities

Incentive to produce value-added ag commodities

Agribiz incubation

Curricula are developed to be demand-driven

Individuals view agriculture as viable career option

GOU & NGO schools align with viable agricultural career path

People in agriculture close to youth

Access to training

Youth and single women pursue agriculture

Married women pursue agriculture

ICT skills

Individuals choose to join producer groups

Agricultural Journalism

Financial Literacy

Limited access to land

Awareness of job opportunities

Private sector uses GBP

Education

Private sector invests in extension

Incentives for individuals to provide extension services

Political will
Inputs Importing & Manufacturing

**Farmer demands certified inputs**

1. **Local manufacturer signs up for e-verification**
2. **Importers participate in verification program**
3. **Personnel test seed quality**
4. **Accredited Seed Lab**
5. **Capacity building, audit, oversight**
6. **Central seed database**

**Manufacturer/Importer stocks quality inputs**

**Manufacturer/Importer offers product knowledge to Wholesaler/Dealer**

**Manufacturer/Importer provides Wholesaler/Dealer access to finance**

**Importers/Wholesalers/Dealers thrive; others fail**

**Marketing of technology to farmers**

**Incentive for private sector and research institutions to produce agriculture technology**

**Private sector produces technology**

**Wholesaler/Dealer sells mechanized equipment**

**Wholesaler/Dealer has product knowledge**

**Gov’t supported certification program**

**Demand for quality agricultural inputs**

**"4A" wholesale input markets**

**Farmer sees value in quality inputs**

**Input importing & manufacturing**

1. **Farmer avoids counterfeit inputs**
2. **Inputs Importing & Manufacturing**
3. **Manufacturers/Importers produce quality inputs**
4. **NARO EGS initiative**
5. **COMESA regulation**
6. **Traceability and quality assurance**

**Marketing of technology to farmers**

**Importers/Wholesalers/Dealers promote technology to farmers**

**Manufacturers/Importers invest in verification program**

**Accredited Seed Lab**

**Central seed database**

**Importers/Wholesalers/Dealers thrive; others fail**

**Wholesalers/Dealers sell mechanized equipment**

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**Demand for quality agricultural inputs**

**"4A" wholesale input markets**

**Farmer sees value in quality inputs**
Financial institutions provide finance for agriculture sector.

Financial Assistance available to individuals pursuing careers in agriculture.

Actor facilitates service provision.

Production and Post-Harvest Handling (PHH) Services.

Financing is available for service providers.

Outputs actor or SP invests in PHH equipment.

Farmer accesses finance from Wholesaler/Dealer.

SP delivers PHH services and equipment to farmers.

S.2 Farmers lack access to/capital for PHH equipment.

Demand from farmers for PHH services.

Outputs actor or SP invests in production equipment.

SP delivers production services to farmers.

S.1 Farmers lack access to/capital for production equipment.

Demand from farmers for production services.

Awareness of financial services.

Financial institutions provide finance for agriculture sector.

Wholesaler/Dealer has customer service focus.

Farmer uses improved production techniques.

Farmer uses improved PHH techniques.

Seller has incentive to increase qty of stock.

Seller improves product quality.

Individuals choose to pursue agricultural work.

Private sector provides opportunities.