Making Agriculture Sexy Again

Engaging Youth in Agriculture
Many people think youth just aren’t interested in agriculture.
But do we really understand youth?
We have found that youth value...
How do we get youth started on the right path to Ag?
What they need most fits into buckets
Needed Skills

- Soft Skills
- Enterprising Skills
- Technical Skills
Learning by Doing
What does this all look like?
First, engage in business
Second, transition to agro business
Group agro business for a week
The power of long-term coaching
Start-up learning grants with seed to sell
This is the result... 200+
Youth’s own transition to farm production
Youth ARE interested in Agriculture. We just need to engage them differently

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