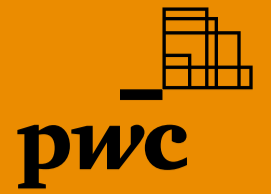


Cultivating a sustainable future



The synergy of Ghanaian youth, technology and agriculture

Throughout the years, agriculture has played a pivotal role in Ghana's economic development, contributing significantly to the country's growth. In the face of complex challenges like climate change, food security, and equitable development, agriculture remains a critical sector. Seizing the current moment is crucial, presenting an opportune time to actively involve the youth in agriculture as a transformative force. This engagement can shape the nation's agricultural landscape and ensure economic prosperity.

With 38% of its population aged between 15 and 35, Ghana possesses a demographic dividend. This demographic makeup offers a unique opportunity to harness the energy, innovation, and ambition of its youth for agricultural transformation. The inventive minds of young individuals can act as catalysts, shaping agricultural practices that are not only productive but also environmentally conscious and socially inclusive.

Seeding innovation

Traditionally, the agricultural sector has struggled to attract the younger generation due to misconceptions about farming being seen as an outdated and labour-intensive occupation.

The appeal of merging agriculture with technology captivates many young individuals due to the promise of innovation and positive impact. Technology acts as a catalyst for change, propelling Ghana's agricultural sector to new heights. The availability of smartphones, access to the internet, and the rise of mobile applications have democratised information, allowing farmers to access real-time weather updates, market prices, and innovative farming techniques. Furthermore, drone technology, precision farming tools, and IoT (Internet of Things) devices are enabling farmers to optimise resource usage, increase productivity, and reduce wastage.

The role of technology extends beyond individual farm-level interventions. Digital platforms such as mobile applications and online marketplaces have emerged, connecting farmers directly with buyers, eliminating intermediaries and maximising profits. These platforms provide accessible and transparent market information, facilitating fair trade practices and empowering farmers to negotiate better prices for their produce.

Ghana's youth are championing environmentally sustainable practices by utilising technology to minimise the ecological impact of agriculture. By implementing precision agriculture techniques, such as soil sensors and automated irrigation systems, they are reducing water and fertiliser usage while maximising crop yields. Additionally, the adoption of organic farming methods, supported by technology driven solutions, ensures the production of healthier and pesticide-free food, promoting a sustainable and eco-friendly agricultural system.

Navigating the landscape

The revolution involving youth, technology, and agriculture in Ghana is not without its fair share of obstacles.

One of the major challenges faced by Ghanaian youth venturing into the world of agriculture is the digital divide. While some urban areas enjoy advanced technological infrastructure, rural areas often lack the necessary resources and connectivity. Access to the internet and the availability of affordable devices are still limited, hindering the integration of technology into agricultural practices for many young farmers.



Beyond the digital divide, the overall infrastructure in rural areas poses additional barriers. Inadequate transportation, unreliable power supply, and limited access to storage facilities can impact the successful integration of technology into agriculture. Investing in innovative technology also comes with a hefty price tag. Ghanaian youth often struggle to secure the necessary funds to access advanced farming tools and machinery.

Nurturing the seeds of success

Building a dedicated support system is key to overcoming challenges faced by Ghanaian youth in technology and agriculture integration. Over the years, collaboration and networks have formed between young agriculturists, technology enthusiasts, and industry experts to provide platforms for sharing knowledge and experiences.

Since 2016, the Kosmos Innovation Center (KIC), an independent non-profit organisation in Ghana, has played a pivotal role in fostering Agri-Tech startups. Over a three-year period, PwC proudly partnered with KIC, actively engaging in their Agri-Tech Challenge through workshops focusing on crucial areas such as marketing, business planning, taxation, and law. This collaboration aimed to empower and bolster advancements in the Agri-Tech sector. Notably, the KIC's impactful training initiatives have benefitted 612 young entrepreneurs, enabling them to secure over US\$1 million in seed funding. This success has not only revitalised the agricultural industry but has also significantly contributed to Ghana's socio-economic development by creating employment opportunities and fostering local innovation.

In summary, Ghana's youth have emerged as trailblazers in the integration of technology and agriculture, rewriting the narrative of the industry that was perceived as stagnant. By embracing technology, they have not only revolutionised farming practices, but have also paved the way for sustainable economic growth and development. Their entrepreneurial spirit, combined with their dedication to environmental stewardship, highlights the immense potential for Ghana's agricultural sector.

As the country moves forward, it is crucial to further harness the power of technology and support the youth in their endeavours, ensuring a prosperous and sustainable future for Ghana's agriculture.



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