



AGRA
Sustainably Growing
Africa's Food Systems



Youth Webinar

**Stronger Minds, Stronger Farms:
Mental Fitness for Youth Agripreneurs**



Background

Building a business in agriculture is powerful work—but it can also be seriously tough. Markets shift, weather changes, payments delay, and expectations pile up. That's why the East African Community (EAC) and AGRA are inviting young agripreneurs to a dynamic regional webinar focused on mental fitness for agribusiness success.

On 26 March, from 2:00 pm to 4:00 pm EAT (on Zoom), we'll unpack how to stay focused, resilient, and emotionally balanced even when business challenges arise. The session will combine practical mental fitness tools with real-life entrepreneurial experience, creating a youth-centered learning space where participants can share, reflect, and gain actionable strategies.

This webinar also contributes to broader regional priorities by supporting RAIP implementation and the CAADP/Kampala commitments on youth, recognizing that the wellbeing of young entrepreneurs is critical to building resilient and inclusive agrifood systems.

Why this webinar?

Because strong agribusinesses need strong minds behind them. When youth agripreneurs are mentally fit, they:

- 01 Make better business decisions
- 02 Show up more confidently in markets, networks, and policy spaces
- 03 Bounce back faster from setbacks
- 04 Sustain the motivation needed to grow resilient agribusinesses

Mental resilience is not often discussed in entrepreneurship spaces, yet it is essential for long- term success—especially in sectors like agriculture where risks and uncertainties are constant.

What we'll cover

The webinar will explore three practical and relatable themes:

01

Healthy Venting vs Emotional Dumping:

Entrepreneurship can be emotionally demanding. This segment will explore how to communicate challenges constructively without overwhelming oneself or others.

Participants will learn:

- Asking for permission before unloading
- Timeboxing tough conversations
- Simple phrases you can use to set respectful boundaries

02

Burnout & Chronic Stress:

Hustle is part of the game—but burnout doesn't have to be.

You'll learn:

- Early warning signs your mind and body are giving you
- The difference between “pushing” and “overpushing.”
- Guilt-free ways to rest and reset, even with a tight schedule and budget

03

Resilience + Peer Support Tools:

No one builds a lasting agribusiness alone. We'll explore:

- Quick daily tools (5–10 minutes) to stay grounded and clear-headed
- How to create simple peer check-ins with other agripreneurs
- When and how to ask for more support—without shame

Speakers

Coach Robert Mwangi

Youth Counsellor and Mental Fitness Coach

Coach Robert Mwangi works extensively with young people navigating high-pressure environments. During the webinar, he will guide participants through practical mental fitness strategies, share real-life insights, and facilitate interactive exercises designed to strengthen resilience.



Irene Simon Ivambi

Founder and CEO, Mrembo Naturals - Tanzania

Irene Simon is a young agripreneur and the founder of Mrembo Naturals, a growing agribusiness enterprise in Tanzania. During the webinar, she will share her personal journey building a business in the agrifood sector, reflecting on the challenges, pressures, and mental resilience required to navigate entrepreneurship as a young founder.

Her reflections will provide participants with a real-life perspective on managing stress, setbacks, and expectations while pursuing growth in agribusiness, offering inspiration and practical lessons for fellow youth entrepreneurs.

Charles Oyamo

Founder Rethread Africa - Kenya

Charles Oyamo is a young agripreneur and the founder of Rethread Africa, a growing agribusiness enterprise in Kenya. During the webinar, he will share his personal journey building a business in the agrifood sector, reflecting on the challenges, pressures, and mental resilience required to navigate entrepreneurship as a young founder.

His reflections will provide participants with a real-life perspective on managing stress, setbacks, and expectations while pursuing growth in agribusiness, offering inspiration and practical lessons for fellow youth entrepreneurs.



Objectives

By the end of the webinar, participants will:

Understand the most common stress and mental health challenges youth agripreneurs face—and how these show up in daily business decisions.

Be able to tell the difference between healthy venting and emotional dumping and use simple boundary and consent practices with friends and peers.

Recognize early signs of burnout and chronic stress and identify easy, low-cost ways to recover without feeling guilty.

Practice at least two resilience tools they can start using immediately.

Learn from the experience of a fellow youth agripreneur navigating the realities of building an agribusiness.

Connect with fellow youth agripreneurs across the EAC who are interested in ongoing peer support and check-ins.

Expected Outputs

After the session, EAC and AGRA aim to have:

A group of youth agripreneurs exposed to practical, real-world mental fitness tools.

A simple tip sheet or minitoolkit shared with all participants.

A short learning note capturing key insights and ideas from participants.

A list of interested youth willing to join future peersupport or follow-up sessions.

Quick Agenda (2 hours, Zoom)

Date:
26 March, 2026

Time:
2:00 pm – 4:00 pm
EAT

Platform:

(Zoom)

Webinar Programme

Time	Session
2:00 – 2:05 pm	Welcome, check in, and why we are here
2:05 – 2:15 pm	Setting the scene: Mental fitness in the agripreneur journey
2:15 – 2:25 pm	Youth Story: Building resilience as an Agripreneur – Irene Simon - Tanzania
2:25 – 2:35 pm	Youth Story: Building resilience as an Agripreneur – Charles Oyamo - Kenya
2:35 – 3:00 pm	Session 1: Healthy Venting vs Emotional Dumping
3:00 – 3:25 pm	Session 2: Burnout & Chronic Stress
3:25 – 3:45 pm	Session 3: Resilience + Peer Support Tools
3:45 – 3:55 pm	Q&A and reflections from youth agripreneurs
3:55 – 4:00 pm	Key takeaways and next steps