



Immediate Release

AGRF and Heifer International Launch Pitch AgriHack 2021

Competition provides cash grants to innovators, increasing use of technology and creating jobs across Africa's agricultural sector

Nairobi: The African Green Revolution Forum (AGRF) and [Heifer International](#) today announced the launch of Pitch AgriHack 2021, a digital agriculture competition focused on accelerating entrepreneurial growth and job creation in the agriculture sector by leveraging advanced technologies and youth participation in Africa's food security agenda. This seventh edition of Pitch AgriHack is a pitching contest aimed exclusively at African businesses bringing technological innovation to the agriculture sector. [Generation Africa](#), a thematic platform of the AGRF will host the competition.

The open competition portion of Pitch AgriHack 2021 will support companies that are driving innovation in agriculture across three categories-Early-stage, Mature/Growth-stage, and Women-led, with prizes totaling US\$45,000. A fourth invite-only category known as the AYuTe Africa Challenge and sponsored by Heifer International will award up to \$1,500,000 in grants to scalable ventures that are already generating measurable impact for Africa's smallholder farmers.

"As a continent with a thriving youth population, Africa's agricultural sector must look to its youth for the innovation that will fuel the future growth of this strategically important sector," said Adesuwa Ifedi, Senior Vice President for Africa Programs at Heifer International.

"Integrating youth and technology in the agricultural sector will transform the continent, creating new jobs and income-generating opportunities for young Africans".

In addition to its sponsorship of Pitch AgriHack 2021, Heifer International is partnering with Generation Africa to run this year's competition. Both organizations have a shared vision of eradicating hunger and poverty through sustainable, values-based, holistic community development that begins with agriculture.

"It's a privilege to have an established and experienced non-profit organization like Heifer International on board," said Head of Generation Africa, Dickson Naftali. *"Generation Africa believes that food systems can change if we collaboratively support young African agrifood entrepreneurs. Pitch AgriHack 2021 can give access to the tools and expertise they need to make their businesses successful."*

Dr. Agnes Kalibata, President of AGRA and Special Envoy to the UN Food Systems Summit, said, *"We are excited to welcome Heifer International as it partners with the AGRF and Generation Africa on Pitch AgriHack 2021. By working together, sharing knowledge, and supporting mutually beneficial projects, we can make a bigger impact and drive agricultural transformation in Africa. We want young people across Africa to hear our message - the future of food and farming depends on them."*



Six winners will be selected from the open-application categories and two winners from the invite-only AYuTe Africa Challenge category, with winners announced at the AGRF Summit which takes place September 6-10 in Nairobi. Top contestants will receive a one-day boot camp in preparation for their final pitches, with winners receiving continued support as they develop and grow their enterprises.

Business profiles of the finalists will also be published in a Deal Book for circulation at the AGRF and online, while individual profiles will be made public on the genafrika.org platform and reviewed for relevance to their investor community.

Applications are open July 26 to August 16, 2021, at <https://pitch-agrihack.info>.

ABOUT HEIFER INTERNATIONAL

For 77 years, Heifer International has worked with more than 36 million people around the world to end hunger and poverty in a sustainable way. Working with rural communities across Africa for 47 years, Heifer International supports farmers and local food producers to strengthen local economies and build secure livelihoods that provide a living income. For information, visit <https://www.heifer.org>.

ABOUT GENERATION AFRICA

Generation Africa is a thematic platform of the AGRF, whose mandate is to strengthen the ecosystem for youth entrepreneurs in the agri-food sector across Africa.. From its start in 2019, Generation Africa has brought together industry leaders, government institutions, NGOs, NPOs, and community platforms to collaborate on ecosystem development, curation and support of agribusinesses, research and advocacy, and the inspiration of young people to embrace opportunities in the agrifood sector. Find out more at <https://genafrika.org>

ABOUT AGRF

The African Green Revolution Forum (AGRF) is one of the most visible and well-attended high-level agricultural and food security event in Africa. The purpose of the AGRF is to create and sustain effective partnerships geared towards the transformation of African agriculture. The AGRF brings together senior political and government officials, business leaders, grassroots organizations, farmers, researchers, donors, development partners, global thought leaders, and other stakeholders to discuss and debate innovative and practical ways to promote investments and policy support for increased agricultural productivity and income growth for African farmers. For more information, visit <https://agrif.org/agrf2021/>