

ANJUMAN-E-SAIFEE, NAIROBI

From Fear *to Future*

Agriculture as Civilisation — not just a sector

Sriram Bharatam | Founder, Kuza Biashara | 22 Feb 2026



**"How many of you were told -
don't go into farming?"**

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don't go into farming?"**

*That advice, given with love,
may have been the most expensive advice your family ever gave you.*

The Myth We Need to Bust

Low-status

"Real" businesses are
white-collar

Unpredictable

Weather, pests, price
volatility

No expertise

"I don't come from a
farming family"

*The very reasons people stay OUT are why the opportunity
is WIDE OPEN.*

The Yemen Coffee Story

The Problem

Khat addiction destroying communities. Land deforested. People trapped.

The Transformation

Land regenerated. Addiction reduced. Community income rebuilt.

The Guidance

His Holiness: Remove khat. Replace with coffee.

The Result

Yemen now produces some of the finest coffee in the world.

Social + Environment + Business — all three won.

What I've Seen in 25 Years

150K+

Jobs Created

6M+

Lives Impacted

25

Years in the Field

*None of this happened because of a grand plan.
It happened because we never separated impact from income.*

The Three Lenses I Work Through

All three must win or none of them hold.



Environment

Climate-smart agriculture
School-based food systems
Regeneration over extraction



Society

Community wealth building
Job creation at scale
Farmer dignity & agency



Business

Realistic returns
Scalable models
Value chain thinking

The Kenyan Opportunity: Right Now

Climate

Favourable year-round growing conditions
Multiple harvest cycles
Diverse agro ecological zones

Land

Underutilised agricultural land
Growing smallholder support
Irrigation investment rising

Market

Growing urban middle class
East Africa regional demand
Export-ready value chains

These are not background facts. They are your competitive advantage - sitting unused.

Three Entry Doors

Which door is yours?

01

The Investor / Expander

You have capital. Where does it go?

Horticulture for export · Cold chain logistics
Controlled environment farming
Agri-processing & value addition

02

The First-Timer / Job Seeker

You want to start. Where do you begin?

Agri-input retail · Off-take aggregation
Last-mile distribution
Digital market linkages

03

The Connector / Community Anchor

You want impact beyond yourself.

Cooperative models · Farmer linkage
School-based food systems
Community trust as a business asset

The Honest Conversation

"What's stopping you? Call it out."

FEAR

Too much risk

No knowledge

Tried & failed before

No market access

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REFRAME

Diversify within the value chain

That's exactly why Kuza Biashara exists

Failure is a tuition fee — now you know more

The biggest complaint = the biggest opportunity

The Big Idea

Agriculture isn't the sector your parents avoided.

It's the sector your grandchildren will wish you had entered.

Feed your family. Employ your neighbour. Restore the earth. Build something that lasts.

"Don't leave today and go back to waiting.
Leave today with one question you want answered."

Open Floor

*"Who tried agriculture and it didn't go
the way you hoped?
I want to hear from you first."*