



*Growing Future Feeders from the Ground Up*



# We Help YOU-TH Farm [WHYFARM]

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PROFESSIONAL ORGAZANIZATION PROFILE



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# 46 MaHappy Drive,  
Darsan Trace  
Siparia  
Trinidad, West Indies  
16<sup>th</sup> September, 2016

Dear Agri-Supporter,

Thank you for your interest in our organization, We Help You-th FARM [WHYFARM]. We appreciate you for taking notice of our efforts to change the perception of agriculture and to grow future feeders by 2050.

We do hope that following your review of our detailed profile, you will have a more comprehensive understanding of WHYFARM, and your interest will mature into us working together for this great purpose.

Should you require further information, please do not hesitate to contact us.

Regards,

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Mr. Alpha Sennon  
Founder & Executive Director



## **OUR FOUNDER AND EXECUTIVE DIRECTOR**

Mr. Alpha Sennon is a Farmer, Entrepreneur (Farmerpreneur) student and advocate who exhibits excellent persistence and passion for the youth development in the agricultural sector. Mr. Sennon graduated with first class honours with major Agribusiness and minors Communication-Extension and Entrepreneurship from the University of the West Indies. His focus lies in the re-branding and marketing of agriculture within the Caribbean region while pursuing a Master in Philosophy in Agricultural Extension at the University of the West Indies. He has served on the executive of the Agribusiness Society of the University of the West Indies as the Research and Student Development Officer and later as the President.





**U.S. Embassy Trinidad and Tobago** added 2 new photos.

Sep 24 at 9:45am • 

## **Young Leaders of the Americas Initiative - YLAI 2016 Fellows**

Alpha Sennon is the Founder and Executive Director of Whyfarm, an NGO geared towards creating innovative approaches to attract young people to agricultural jobs. He served on the executive board of the Agribusiness Society of the University of the West Indies as the Research and Student Development Officer and later as the President. He is pursuing a Master in Philosophy in Agricultural Extension at the University of the West Indies.

He will travel with four other T&T nationals to the U.S. this fall.





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Additionally, he is the founder of the NGO WHYFARM which aims at promoting agriculture among children by increasing their awareness of the world food problem and by doing so; grow the future feeders of 2050. Undertaking several training opportunities internationally, he received a youth award in the category of Agriculture being a person who has contributed to the Agricultural sector by the Ministry of Gender Youth and Child Development in Trinidad and Tobago. Also notably, he recently (June 2016) received an Honoree award for the inaugural 30 under 30 Caribbean American Emerging Leaders & Change makers by the Institute of Caribbean Studies.



Mr. Sennon currently acts as a specialist business mentor for Agriculture with the Caribbean Centre of Excellence for Sustainable Livelihoods for youths throughout the Caribbean. He also serves as a fellow for the Thought for Food Global Foundation. Mr Sennon with a stride of passion has taken up the task of allowing University students throughout the Caribbean to develop innovative approaches to feeding the estimated 9 billion populations by 2050.

## OUR STORY

**We Help You-th FARM (WHYFARM)** is a non-profit organization based in the twin-island Republic of Trinidad and Tobago. The aim of the organization is to promote agriculture among children by increasing their awareness of the world's food problems and by doing so, grow the future feeders of 2050.

We seek to accomplish this by transforming the negative perception associated with agriculture among communities and children in particular by turning agriculture into a sector which is worthwhile, through agricultural education and entertainment (agri-edutainment). These changes in perspective will in turn counteract the challenges related to food security within our communities and worldwide.

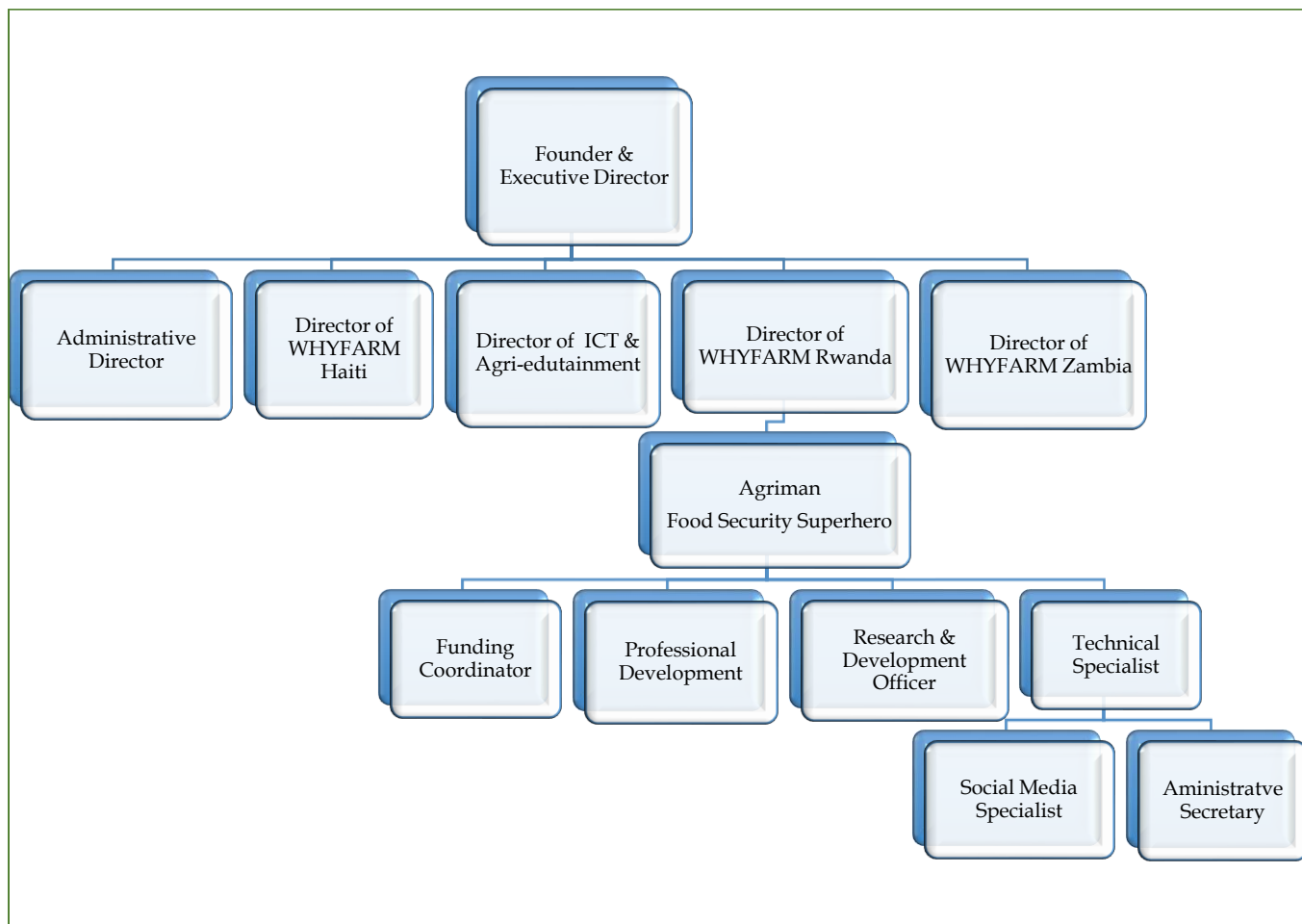
WHYFARM will provide young men and women with the knowledge and skills to identify and recognize opportunities within the agricultural sector for self-sustenance and improved livelihoods. Further to this, WHYFARM provides a holistic strategic approach to achieve the cycle shown below:

Diagram 1



**Diagram 2**

## **ORGANIZATIONAL CHART**



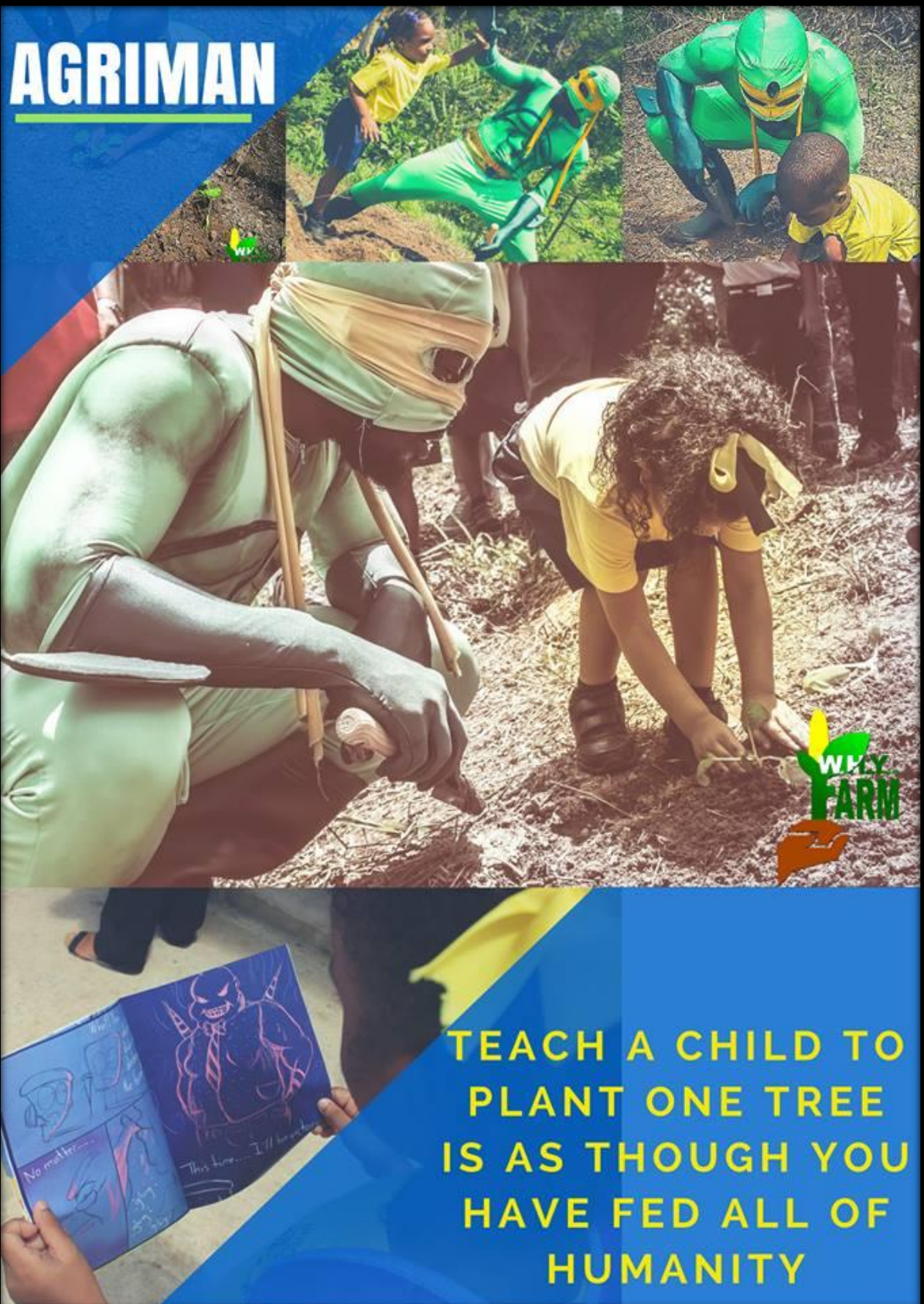


## OUR AGRI-HEROES



1. **Mr. Alpha Sennon** – *Founder and Executive Director of WHYFARM*
2. **Mrs. Candace Charles-Sennon** – *Director of Administrative*
3. **Mr. Luke Smith** – *Director of ICT and (Agri-edutainment)*
4. **Mr. Elson Auguel** – *Director of WHYFARM Haiti*
5. **Mr. Mahame Andrew** – *Director of WHYFARM Rwanda*
6. **Mr. Shepard Financier** – *Director of WHYFARM Zambia*
7. **Agriman** – *Food Security Superhero*
8. **Ms. Lisanne Meulendijks** – *Professional Development Officer*
9. **Ms. Wainella Issacs** – *Research and Development Officer*
10. **Mr. Jesse Francois** – *Funding Coordinator*
11. **Mr. Jesse Cooper** – *Technical Specialist*
12. **Ms. Audra Francis** – *Administrative Secretary*
13. **Ms. Enricka Julien** – *Social Media Specialist*





TEACH A CHILD TO  
PLANT ONE TREE  
IS AS THOUGH YOU  
HAVE FED ALL OF  
HUMANITY



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## **Mission Statement**

Promotion of Agriculture among children by increasing their awareness of the world food crisis and in doing so, grow the future feeders of 2050.

## **Vision Statement**

To create the next generation of farmers and entrepreneurs (agripreneurs) to boldly develop out-of-the-box innovations that help solve the greatest challenge facing our collective future: food security.

## **Motto**

**Growing Future Feeders from the Ground up**

## THE CHALLENGE



The children of today will be the farmers, the agronomists and the scientists of 2050. They are the ones that will be responsible for producing our food. Taking into account the significant food security challenges the world is facing, providing food for everyone is something they will not be able to accomplish if they are few in numbers. However, in today's society agriculture is an unpopular field. Careers in Agriculture aren't sought after as much due to the unfavourable image the sector currently has.

Recent studies done by the Foundation for Young Farmers have shown that the agricultural sector is dominated by elderly people (over 50 years), and this undermines the future growth and development of this industry. Educating the young population will ensure the



future sustainability of the industry, which will increase the employment rate and income of the majority of the rural households.

A primary reason for this unwillingness of young people to adopt roles in agriculture is due to the lack of proper marketing of this noble profession. Agriculture has not been marketed in a manner that appeals to the youth of today. Creativity, fun, innovation, passion, and excitement is lacking in its marketing. By targeting the youth and their wants we can simultaneously appeal to a vision that they may have for their livelihood.

This is why, for the sake of food security, it is important to improve the image of Agriculture and farming, making it attractive for kids again. However, there must be a new approach to ensure that they absorb this, which will in turn deliver food security in the future.





## OUR RESPONSE TO THE CHALLENGE



WHYFARM introduces *Agricultural Educational Entertainment* (Agri- edutainment) strategies to capture the youth starting with their thought process to influence their decision making with regards to food security.

This includes the promotion of an **AGRIMAN** – a tangible, on the ground engagement campaign which features a Superhero that teaches children the importance of Agriculture and targets them to become part of the process. To support this endeavour we have produced a comic book and a Motion comic animation, along with an AGRIMAN Fan Club Member Card.

Our primary objective is to develop a new generation of food producers by using innovative, creative and attractive strategies to re-brand the culture of Agriculture.

Practically this comes down to visiting schools, attending trade fairs, trade shows, developing and designing camps, introducing training programmes that meet the following objectives:



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- 1) To design, develop and introduce simple, attractive, and creative Agricultural messages to encourage and educate youths in Agriculture.
- 2) To sensitize and promote awareness of the importance of Agriculture and highlighting the roles that each person can take towards becoming food secure.
- 3) To build capacity among the youth in entrepreneurship (Agripreneurship) for improved livelihoods and food security in communities and nations at large.
- 4) To build capacity and knowledge in agriculture among children/youths for the long term improvement of livelihoods and food security in communities.

## OUR DREAM



WHYFARM is at a turning point. We have been successful in agriculture educational entertainment (agri-edutainment) for children locally and in the Caribbean by using products that have been produced with few resources and the time has now presented itself for expansion to expand. This is solely due to the need of deal with this problem, on a much bigger scale and with global interest. WHYFARM'S plan is to extend its influence it has on the perception of agriculture among kids worldwide. Our future outlines are as follows:

The precise priority would be to improve the quality of the numerous products that have been developed over the past years to make agriculture cool (agriCOOLture).

(See attached the full list.) Concrete examples would be:

- Redesigning the superhero image of AGRIMAN
- Developing a new comic publication: improving its professional look with improved drawings with interactive activities and more extensive content.



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- Production of a professional animation program.
- Expansion of the WHYFARM team

Regarding the extension of the team, our requests are:

- **Graphic designer for the comics and other publications**
- **An expert in animated video producing**
- **AGRIMAN costume design expert**
- **A Legal Professional**
- **A Marketing Professional**

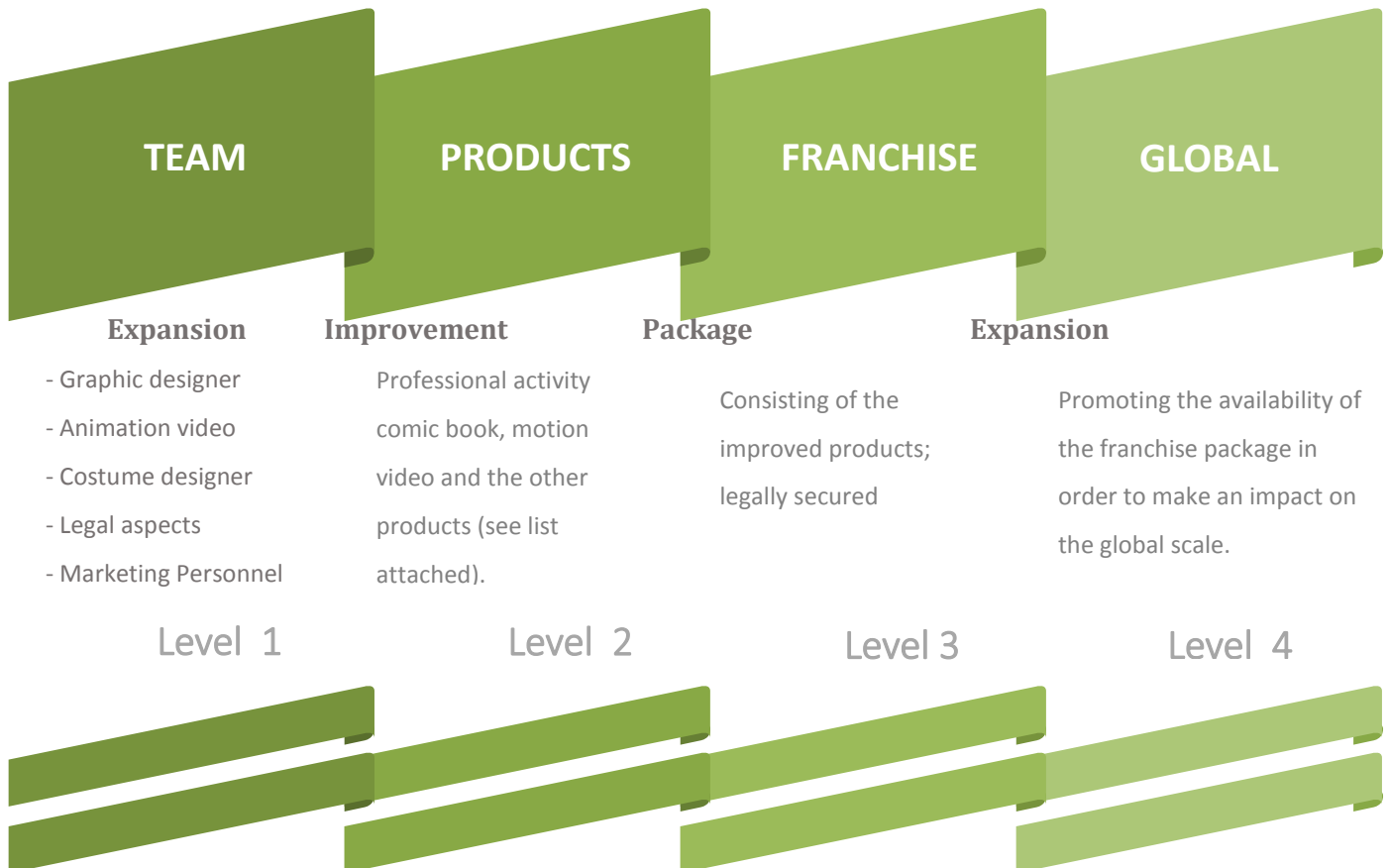
When these product improvements have been realized, WHYFARM'S plan is to form a **"WHYFARM Franchise Package"** that can be used by anyone, anywhere in the world to increase awareness of agriculture among children and youths. This package would contain next to the newly developed materials, a step-by-step guide on how to organize an agri-promotion-day at a local primary school as well as handbooks providing instructions on how to report about the day on social media, and marketing the exposure of the projects on a global scale. WHYFARM'S survey revealed a complete and favourable response in the interest of students and others from the agricultural sector in organizing such a day. The promotion materials of WHYFARM will be used make a difference and create change in these communities.

The WHYFARM team will continuously promote its concepts and advocate the need to increase the awareness among kids on the important role of agriculture, ensuring an increase in career professionals in Agriculture by 2050. This will in turn impact the world's food security on a global scale, contributing positively to reducing hunger and malnutrition.

To realize the development path described above, financial resources are essential.



## WHYFARM'S TIMELINE





## **OUR ACCOMPLISHMENTS, PARTNERSHIPS & COLLABORATIONS**

- 1) Launched Agriman adventures series one
- 2) Agriman motion comic
- 3) National schools
- 4) Agriman travelled and promoted in Grenada and Barbados
- 5) WHYFARM pitched at TFF Global Summit in Zurich
- 6) Collaborated with many organizations, some of these are: GFRAS, CTA, CARDI, UWI, tech4agri, ebites, YPARD, **IICA, GCARD ETC**





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**WHYFARM is a 2016 International Leader in Urban Agriculture. WHYFARM has been awarded Second Place in Educating Communities!**

**Second Place, Why Farm (Siparia, St Patrick, Trinidad and Tobago) \$700**



Why Farm is a nonprofit based in the twin-island Republic of Trinidad and Tobago. Their programs promote agriculture to children by increasing awareness of world food issues and changing negative perceptions of agriculture. Their goal is to equip young men and women with knowledge and skills to cultivate self-sustenance and improved livelihood through agriculture.

## WHAT'S NEXT FOR WHYFARM

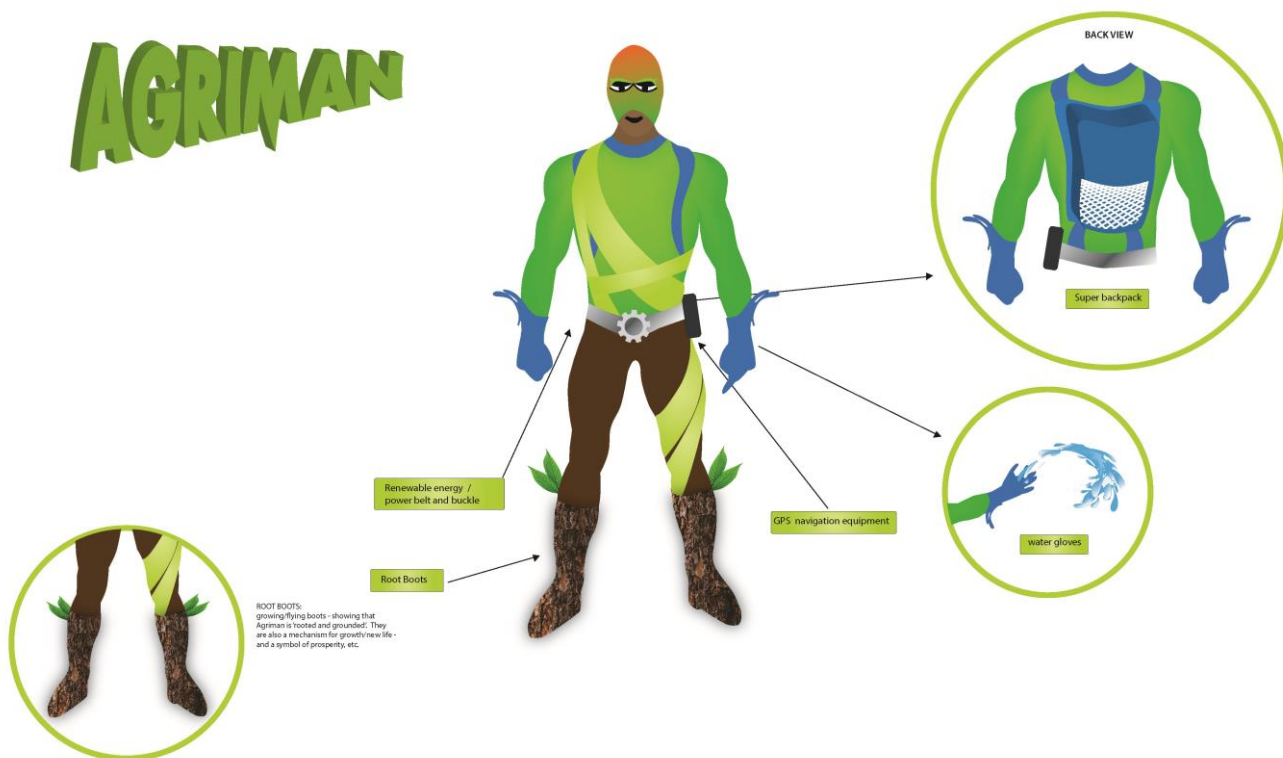
- 1) Launch the second series of AGRIMAN Agriculture adventures (AGventures)
- 2) Create and launch the new agriman design



AGRIMAN 2016



AGRIMAN OF THE FUTURE 2017+



### 3) APP development of Agriman Agventres

- The AGRIMAN Adventure App is a software application designed to run on Android mobile devices such as both smartphones and tablet computers. Fighting Food insecurity and saving the world does not sound amazing? Making learning about agriculture exciting again through the use of Agricultural, Educational, Entertainment tools. The AGRIMAN Adventures game is based on the comic book character AGRIMAN which combines great educational content with Agriculture and promotes attractive, exciting game play. In this game, you will need to free the entire universe from problems that hinder Food Security by learning your way through this adventurous game with AGRIMAN, the world's most powerful food provider. For that, you must solve agriculture related problems and fight food imposters. But you can unlock lots of unique and useful AGRIMAN suits features along your way.

### 4) Animation (Agrimation) of AGRIMAN Adventures









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## **OUR BUDGET**

| ITEM  | AMOUNT NEEDED<br>\$ US |
|---|------------------------|
| SCHOOL TOURS  | 6,000.00               |
| ADVERTISING – INCL. PROMO VIDEO   | 10,000.00              |
| AGRIMAN 2017 COSTUME  | 1,500.00               |
| AGRIMAN FAN CLUB  | 4,500.00               |
| COMIC & ACTIVITY BOOKS  | 4,000.00               |
| AGRIMAN TOYS  | 3,000.00               |
| AGRIMAN ADVENTURE APP   | 7,500.00               |
| 10 ESPISODES OF AGRIMAN ANIMATION<br>ADVENTURES – 3,000.00 PER ESPISODE | 30,000.00              |
| 10 MOTION COMIC SERIES  | 5,000.00               |
| 10 AGRIMAN COMIC BOOK SERIES  | 10,000.00              |
| STEPENDS FOR COMPULSORY STAFF   | 2,000.00               |
| <b>TOTAL</b>  | <b>83,500.00</b>       |