



b|u|s

Farmer Entrepreneurship Training
fostering your
entrepreneurial spirit!



**ANDREAS
HERMES
AKADEMIE**

In today's complex agricultural landscape, **fostering an entrepreneurial mindset** among farmers is essential for their success in life and business. Based on increased awareness of themselves, their skills and abilities, farmers gain confidence, develop self-responsibility, advance decision-making, and effective risk management. Strong leadership at personal, family, and community level reinforces farm success and fosters resilience. This enables farmers to find their strength, shape their business, and adapt to market shifts, climate challenges, and unexpected disruptions.

The b|u|s training program, developed by the Andreas Hermes Akademie (AHA), provides a transformative approach to building both the essential mind- as well as skillset for entrepreneurial farmers and leaders. It consists of two core modules focused on personal development and entrepreneurial awareness, with an optional third module covering practical business expertise. By combining these elements, the program fosters both personal growth and business acumen, empowering participants to navigate the challenges of modern agriculture successfully:

b|u|s Module 1 – My Capacities

- › Opens minds to entrepreneurial approaches, initiates personal growth, and enhances individual leadership, strategic thinking, and problem-solving skills.

b|u|s Module 2 – My Enterprise

- › Provides practical tools for strategic planning, market analysis, and decision-making.

b|u|s Module 3 (optional) – Compact Business Plan

- › Equips participants to create investor-ready business plans, boosting their ability to secure financing.

The training content is adapted to diverse target groups, including small and emerging farmers, rural women, young agripreneurs, and leaders of farmer-based organisations. Already a proven resource in Germany, over a dozen African countries, and India, b|u|s trainings empower farmers to build resilient, thriving enterprises, while driving sustainable agricultural progress.

b|u|s trainers – a sustainable local resource

At AHA, we believe in equipping communities with their own tools for sustainable growth. We therefore recommend b|u|s trainers to be local lead farmers, extension officers, or similar. Our Training of Trainers (ToT) program, designed to build local capacity and develop certified trainers, is led by experienced b|u|s master trainers rooted in francophone and anglophone Africa, as well as India and Europe.

b|u|s does not come in books, manuals or guidelines. It is the well-trained, skilled and committed trainers that ensure the quality of the training and an approach, which is responsive to participants and their situations.

The ToT therefore is intensive and thorough:

- **Density & Intensity:** Spanning 10-13 days per module, with up to 24 trainer candidates per cohort, our ToT combines hands-on learning with practical skills development.
- **Strategic Partnerships:** We work closely with our partner organisations, leveraging their expertise to organise and coordinate impactful training sessions.
- **Quality You Can Trust:** AHA oversees trainer certification and quality management, ensuring the international reach and long-term sustainability of the b|u|s methodology.
- **Community building:** b|u|s trainers stay connected, exchange and grow together. AHA and its partners are committed to the trainers' community.

b|u|s partners

The range of organisations, who may offer b|u|s training to their members, clients and constituencies, is varied and wide. Most often, these are farmer organisations (FO), supporting their member farmers with the b|u|s training. However, banking institutions, insurances, and other private sector actors in the value chain are also interested in the entrepreneurial reliability of farmers.

Farmer colleges, development partners, and government institutions providing extension services to farmers are also amongst our customers, interested in having b|u|s trainers in their organisations.

We aim that our partners build a sustainable trainer pool with regular, long-term engagement and secured funding. AHA is committed to ensure that b|u|s trainings integrate into a strong organisational framework for lasting impact and farmer empowerment.

b|u|s – FO: A story of sustainable impact

In Tanzania and Burkina Faso, our FO partners succeeded in building a sustainable system to roll out b|u|s trainings to their member farmers. This system consists of a fund, subsidizing the training, a central coordination unit, and a common trainer pool. Success is based on:

- **Trust:** Trainers are lead farmers in the FO and thus know the challenges of their participants. Both trainers and participant farmers are members of the FO, which creates a level of trust and a strong foundation for impactful and relevant training.
- **Sustainable Infrastructure:** With internal coordinators, FOs integrate training, and often also subsequent coaching and advice, as an ongoing service, not just a one-time event.
- **Continuous Support:** In-house trainers from FOs serve as trusted knowledge providers and reliable points of contact within their communities.
- **Reduced Cost:** The cost of the training is shared between the participant and the fund, alimented by a variety of interested parties from development partners to business partners along the value chain.

Burkina Faso: Since 2020, ROPSA and its 10 member organisations have trained over 2,800 farmers through b|u|s programs.

Member organisations handle logistics, while the ROPSA coordinator assigns the 24 trainers, and manages finances. Participants cover about 15% of costs (in cash or other kind of contributions), with external sponsors funding the rest. The coordinator handles sponsor reporting, trainer payments, and allocates a fixed amount per participant to member organisations for local expenses.



Divinah Mosota – KENAFF National Training Coordinator, Kenya:

»The agribusiness training program has been a transformative initiative, equipping farmers with practical skills, modern business strategies, and innovative approaches to enhance productivity and sustainability.

Designed as a ToT, it has empowered participants to not only optimize their own agribusiness ventures but also to extend this knowledge to other farmers, creating a ripple effect of improved practices and resilience across communities.«

Impact of b|u|s Training

Insights from 653 surveyed b|u|s participants

This graphic highlights the progress of 653 farmers across 13 key areas of entrepreneurship and self-awareness.

The **blue line** represents the baseline data collected via a self-assessment questionnaire prior to the participation of each farmer in b|u|s module 1. The **orange line** depicts the results of the self-assessment after participating in b|u|s module 2 on the final day.



Kassoum Dembele – ADECOD President, Burkina Faso:

»I remember, we provided training last year, and there are women's groups who were ready and have paid for the training themselves. When I look at our environment and the services currently, we have organised training sessions for women's groups who paid the trainers, to attend the training and discuss other initiatives.

This really shows that these are actions that impact structural transformation. I like to say that we have launched a social transformation movement together and that people are becoming aware of it. And often, it is unique: we do it with very few resources.«

Supporting our partners in rolling out more b|u|s trainings

If you are interested in increasing farmers' access to b|u|s entrepreneurship training, contact us! Partnering with our FO partners offers a unique opportunity to drive sustainable development and foster entrepreneurship in agricultural communities. By supporting the establishment of trainer teams and the continuation of b|u|s trainings as a service within farmer organisations, you enable scalable and impactful growth. Let us help you to explore how your investment can create long-term value for local farming communities.

With funding contributions ranging from €1,000 to €100,000, your support can ensure the continuity of training programs of our implementation partners. This amplifies the trainers' ability to deliver critical skills and knowledge and enables more farmers access to the training.

We are looking forward to being in touch and discuss the best options for your organisation, the farmers in your region, and your community.



**MORE THAN
20,000
PARTICIPANTS
SINCE 2006**

b|u|s for you!

You want to train your members, customers, or farmers? Need expert trainers in Africa or India? Contact us! We connect you with experienced freelance trainers or local partner organisations for seamless b|u|s implementation.

Looking to build your own trainer pool? We can help design and implement a Training of Trainers program tailored to your needs.

Need customized training? We adapt or develop courses to match your specific requirements.

Let's discuss how we can create lasting value for your organisation and the communities you support. Get in touch!

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b|u|s has been developed by
Andreas Hermes Akademie, Germany.
Only licenced trainers are allowed
to engage in b|u|s trainings.



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