



ANDREAS
HERMES
AKADEMIE

AHA *international*

Empowering people.
Building business capacity.
Strengthening organisations.
Fostering dialogue.





Andreas Hermes Akademie (AHA) empowers people and organisations in the agriculture and agribusiness sector for over 75 years. Internationally active since 2006, AHA draws from its deep roots and excellent networks in the sector to foster a-peer to-peer approach, personal growth, leadership, entrepreneurship, business expertise, organisational development.

AHA is working through a strong pool of local and international trainers and experts from the agriculture sector, and delivers hands-on participatory, solution-oriented, tailored and targeted capacity building. Together we support people, businesses, and farmers' organisations to improve services, open market opportunities, exchange, and perform more successfully.

Supporting change from within

If you want to strengthen successful food production, improve business performance, combat hunger and poverty, and promote sustainable agriculture, the key lies with the individual. Where we build self-confidence and a sense of personal responsibility, we lay the foundations for entrepreneurial activity, thriving businesses, and jobs.

Building lasting success in the agri-food space takes more than just the individual. Collective business in cooperatives, dialogue along the value chain in commodity organisations, and a united voice in farmers' associations create bargaining power, visibility and economic impact.

Farmers learn from farmers. Networks and direct exchange are indispensable. Study tours, internships for practitioners, and digital platforms are useful for advancing farming enterprises, connecting producers worldwide, and creating linkages to buyers.

Deeply rooted in the agriculture sector, its people and organisations, AHA offers a peer-to-peer approach accompanying entrepreneurs and farmer organisations. With a focus on the next generation of young agripreneurs we support their growth and development, create connections and promote dialogue.



Our support

For individuals:

- Personal growth through improved self-effectiveness, resilience, communication, and conflict resolution
- Better entrepreneurial, management, and commercial skills for business and job-readiness
- Responsible leadership and good governance in farmers' organisations and business

For farmers' organisations:

- Professional governance, clear responsibilities, and financial sustainability through viable business models, member-orientation, and service delivery
- Strong leadership and representation, sound capacity in policy engagement and advocacy
- Business development, accountability and leadership in cooperatives

For entrepreneurs and agribusiness:

- Professionalism for more reliable production output, stable delivery, and trade
- Exchange platforms, improved communication, and cultural understanding to reduce friction along the supply chain
- Improved readiness of producers for certification, standards, quality assurance, compliance, and traceability
- Entry points linking producers to trade and agribusiness across continents

For institutions, trainers, and multipliers

- General skills for training, facilitation, coaching, and advisory services
- Thematic training skills in personal development, leadership, organisational development, entrepreneurship, cooperative governance, advocacy, and many more
- A wider reach and long-term impact through training of trainers

How we work

- We offer excellent training products, methods and didactical approaches, standardised and tailor-made modules, online, and in-person capacity building.
- Our Peer-to-Peer formats are rooted in a rich network of partners in agricultural production, namely in Africa, India, Europe, and other world regions.
- Our playful interactive workshops use an Action-Reflection-Transfer (ART) approach to ensure learning is based on experience and translates into the realities of the participants.
- In organisational development we use a systemic approach, demanding and respectful for all involved.
- Our 'training of trainers' builds local pools of trainers, facilitators, moderators, organisational development practitioners, and coaches. This growing international trainer pool ensures delivery in different languages and strong local anchoring across all our services.
- Certification, continued education, and evaluation guarantee quality over time.
- We facilitate and moderate multi-stakeholder platforms, policy dialogues, and change processes for sustainable agriculture and agribusiness development.
- We are proud of our ability to respond quickly, flexibly, and in partnership with clients and network partners to emerging needs.





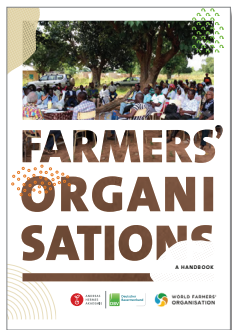
Professional organisations

Strong farmers' organisations (FO) are the backbone of the farming sector, agri-food value chains, and rural development. They deliver pertinent services to their members and carry the farmers' voice into policy and society.

AHA strengthens member-based farmers' organisations, international federations, youth organisations, cooperatives, and other actors to improve governance, strengthen advocacy, reliably serve their members, build sustainable financial models, and increase access to markets and effective value-chain performance

Our work focuses on leadership, management and communication, strong representation, and data-driven advocacy.

Service delivery is key to the success of farmers' organisations and their members. The development of pertinent business models is part of the organisational development process. Some examples for pertinent services include joint mechanization, joint buying and selling, storage, logistics, joint energy production, management of natural resources, insurance brokerage, or access to finance.



'Farmers' Organisations, a handbook' - A practical compass for anyone seeking to build, lead, or strengthen farmers' organisations.

Entrepreneurship and agribusiness

Entrepreneurial thinking and action form the foundation for economically viable production, agribusiness, and financial stability of farmers' organisations.

AHA supports individuals in understanding their own capabilities, resources, and opportunities and turn them into ideas, business models, and successful undertakings. AHA also capacitates cooperatives, producer organisations, and agribusinesses to increase performance, build greater market relevance, stabilize, and grow sustainably.

Exchange and exposure are vital for entrepreneurs to inspire each other and build business relationships and joint ventures. Our Women.Talk.Agribusiness exchange program connects female entrepreneurs and leaders across continents. The Coffee exchange exposes young coffee farmers to relevant value chain actors, while our internship programmes focus on practitioners (delivered by the Schorlemer Stiftung).

Our support includes:

- Farmer Entrepreneurship Training (b|u|s) – a 40-year success programme in Europe, Africa and Asia
- Cooperative Entrepreneurship Training (CET)
- Joint mechanisation as a service for cooperatives and farmer associations
- Exposure and exchange formats connecting entrepreneurs, practitioners, and leaders
- Professionalisation of producer organisations for reliable value chain participation



Our Farmer Entrepreneurship Training (b|u|s) delivers clear gains in entrepreneurial capability, market orientation, decision-making, self-confidence and other dimensions (survey among 653 b|u|s participants).

Leadership and management

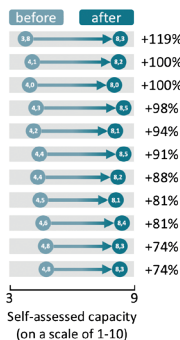
In a constantly evolving agri-food sector battling with one crisis after another, young and old, male and female leaders need to be well-equipped to inspire, guide, and engage people for optimal outcomes and success.

AHA accompanies individuals and teams in businesses and organisations, including elected representatives, board members, owners, and managers to understand leadership dynamics, handle complexity, decide under pressure, cooperate, perform reliably, and bring about positive change.

Key examples are

- **Young Leader Incubation Programme (YLIP)**, an intensive exchange and mentoring programme currently delivered in partnership with SACAU and ROPPA, two regional farmers' organisations in Southern and Western Africa
- **Women's leadership**, training modules and organisational development for women's representation in farmers' organisations
- **Mentoring programme** between young and established female leaders

Feedback and learning facilitation
 Cultural and interpersonal competence
 Participatory facilitation
 Presentation skills
 Vision and strategy development
 Communication and public speaking
 Business management
 Self-reflection and personal growth
 Leadership skills
 Role clarity and responsibility
 Self-responsibility and self-management



Our Young Leaders Incubation Programme (YLIP) is a three-month program including workshops, online sessions, and study trips that equips emerging leaders in the agri-food sector with the skills, confidence, and leadership capacity needed to take responsibility and drive change (survey among 55 YLIP alumni).



Women's empowerment

The largest yet most invisible group working in agriculture and agribusiness are women. Empowering these important actors is a precondition for sustainable growth and success.

AHA fosters peer-to-peer exchange and exposure visits. Together with the German Women in Agribusiness (WiA) Network and the Women Entrepreneurs' Committee of the German Farmers' Association (DBV), for example, AHA is conducting an exchange programme for women in agribusiness between continents. Cross-generational programs are another strong way to promote women in the sector. Strengthening younger and more experienced women in farmers' organisations through mentoring programs has shown success in Germany. At the same time the accompaniment of female-led organisations for production and value addition is contributing to substantive economic, social and political improvement in Togo, Zambia and Burkina Faso. Institutionalising women's representation in male-led farmers' organisations, however, remains a challenge in many places.



Youth, jobs and generational change

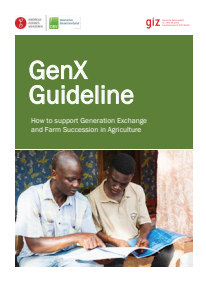


Youth engaging in agriculture and agribusiness is a precondition for the future of sustainable food production. Key factors in attracting new generations hinge on economic viability and access to finance, attractive working conditions, mechanisation and digitisation, and accessible capacity building options.

Our flagship programs include the Young Leaders Incubation Programme (YLIP) in partnership with SACAU and ROPPA in Southern and Western Africa. The International Young Farmers' Exchange Programme (IYFEP) between Uganda and Germany (Schorlemer Stiftung & UNYFA) delivers internships for practitioners! While working with youth farmer organisations, the GenX Guideline marked a key aspect for young entrepreneurs: the transition of farms and businesses from one generation to the next. In this, we train young leaders and foster exchange between youth in agribusiness supporting the social, economic and legal aspects of generational handover in agricultural enterprises

Our support includes:

- Exchange and exposure programmes
- Fostering talent in leadership and entrepreneurship
- Supporting generational exchange and business handover
- Building youth organisations



The GenX Guideline is a handbook, ToT and training manual for farmer organisations and other actors accompanying young and old farmers in their handover process.

Dialogue and exchange



Knowledge creates value when it is shared, challenged, and put into action. In complex environments better outcomes emerge from diverse perspectives in dialogue. While farmers learn best from farmers, exchanges in agribusiness may serve to connect actors along the value chain and build sourcing and delivery channels.

AHA designs and facilitates physical and online exchange formats that help farmers, leaders, organisations, trainers, entrepreneurs, and sector actors to learn from peers, share solutions, and turn dialogue into cooperation supporting trade, streamlined value chains, implementation, coordination, and joint problem-solving.

Our support includes:

- Conferences and interactive workshops
- Online and offline exchange platforms
- Networking and exposure formats that connect exchange with next steps
- Structured exchange between interns, technical experts, leaders, and practitioners to strengthen learning, perspective-sharing, and practical cooperation
- Connecting potential business partners across continents along the value chains



Toolbox of 12 key agricultural trade policy instruments, developed in a series of workshops together with three regional African farmers' organisations EAFF, SACAU, and ROPPA and compiled in a practical and organisations' knowledge and strategic capacity in agricultural trade policy.



Qualified trainers

Training creates lasting value where professional trainers understand the reality on the ground.

At AHA, our trainers are farmers, entrepreneurs, and practitioners from the green sector. They combine proven methods with hands-on experience, translating knowledge into practical solutions that work in real contexts.

AHA helps partners build internal trainer and multiplier systems that improve delivery quality, expand outreach, and keep knowledge in the organisation long after a project ends. This helps strengthen local ownership, continuity, and scale.

Our support includes:

- Training of Trainers for entrepreneurship, leadership, and facilitation
- Qualification of senior and master trainers, mentoring, and trainer exchange formats



Our partners (a selection)



Supported by the



Supported by:



based on a decision of the German Bundestag

Farmers drive change – as individual entrepreneurs and through collective action.

AHA is your partner for capacity building and change.



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