



## MY STORY

### WHY DID YOU CHOOSE THIS CAREER PATH?

I have always wanted to be an activist in the struggle against food insecurity and malnutrition in Africa. Agriculture is quite essential in addressing this issue. Orphan and/or indigenous crops such as sorghum (and sweet potato, which I did my MSc work on) are high potential crops that fit the small-scale farmer model in Africa. The work that I do is firmly aligned with my own beliefs and values.



IS THERE  
A FUTURE  
in this career?

HUGE  
POTENTIAL

Alternative crops are starting to gain traction as climate change becomes more and more apparent.



*We need researchers and agriculturists who will work with these crops that tend to be more drought tolerant and sometimes even more resistant to disease.*

# AVIWE MAHANJANA

ALTERNATIVE CROPS RESEARCHER AT  
ANHEUSER-BUSCH INBEV  
(THE SOUTH AFRICAN BREWERIES)

MSc Sustainable Agriculture  
with Agronomy

### WHAT DO YOU DO?

Working with alternative crops like sorghum and being exposed to the different indigenous crops across the different African countries. I also enjoy working with small-scale farmers and assisting them with sustainable crop management practices. We recently worked with a group called Conservation Agriculture in Zambia to develop grower guides for them.

## DO I FIT THE PROFILE?

### PRESENTATION SKILLS



### REPORTING SKILLS



### ANALYTICAL SKILLS



### TECHNICAL KNOWLEDGE



### TEAM MANAGEMENT



### PROJECT MANAGEMENT



## CHALLENGES

1. When you enter the agricultural world, you're fresh from university and not nearly half as experienced as the veterans in the field. You have to overcome self-doubt and often the doubt of the people that you work with.
2. Working in Africa is extremely challenging especially when you are a foreigner. You have to learn to negotiate with the different governments, research institutes and service providers. Developing a negotiation approach and system that eventually feels like second nature to you is crucial otherwise you will always find yourself failing to meet your goals as set by the company. Transitioning from a student mindset to a corporate mindset was quite challenging.