ROOTS & RETURNS MAGAZINE

Editorial Guidelines for Contributors

1. Overview

Roots & Returns is the quarterly agribusiness and agritech journal of AGIX Africa. The magazine provides insight, analysis and storytelling across Africa's food systems, value chains, rural economies, innovations and investment landscape. These guidelines ensure clarity, consistency and quality across all contributions.

2. Editorial Vision

The magazine aims to:

- Highlight proven solutions, innovations and challenges within African agriculture.
- Promote evidence-based thinking that supports sustainable value chain development.
- Amplify voices working in industry, research, policy and community development.
- Encourage writing that is practical, accessible and relevant to stakeholders across the continent.

3. Article Categories

Contributors may submit work under the following categories:

1. **Feature Article**
   In-depth exploration of a topic, trend or industry issue (1,000–1,800 words).
2. **Opinion / Thought Leadership**
   A well-reasoned viewpoint supported by experience or evidence (700–1,200 words).
3. **Research Insight**
   Summaries of new or ongoing research relevant to African agriculture (800–1,400 words).
4. **Case Study / Field Story**
   Practical examples from farmers, agripreneurs, cooperatives or agritech deployments (700–1,200 words).
5. **Interview Proposal**
   A structured Q&A or profile of a notable figure or organisation (600–1,000 words).
6. **Short Insight or Commentary**
   Concise, high-value reflections on market trends or emerging issues (500–800 words).

4. Writing Standards

Clarity and Accessibility

- Write in clear, direct English suitable for a diverse professional audience.
- Avoid jargon where possible; when necessary, define terms.
- Keep paragraphs focused and readable.

Evidence and Accuracy

- Provide credible data sources where statistics or claims are made.
- Ensure all facts, names and organisational details are accurate.
- Do not include unverifiable information.

Structure

Articles should generally include:

- A focused introduction that states the main idea or question.
- A logical progression of arguments or insights.
- Relevant examples or data.
- A conclusion that summarises the key message or implication.

Tone

- Professional, informative and balanced.
- Opinion pieces may adopt a stronger voice but must remain respectful and grounded in reasoning.
- Avoid promotional language or advertising for products, companies or services.

5. Style & Formatting

- Submit manuscripts in **DOCX or PDF** format.
- Use clear subheadings to break up sections.
- Spellings may follow UK or US English, but consistency within an article is required.
- Include captions for all tables, figures or images.
- Use SI units or clearly defined measurement standards.

6. Image & Media Requirements

Contributors may submit relevant photographs, charts or illustrations.

- File formats: JPG, PNG
- Minimum resolution: 150 dpi
- Only submit images you own or have permission to publish.
- Provide credits for all submitted visuals.
- A professional headshot may be submitted for contributor profiling.

7. Ethical Standards

- Submissions must be original and not under review elsewhere.
- All quotations must be properly attributed.
- Copyright for published pieces is granted to *Roots & Returns* while moral rights remain with the author.
- Plagiarism, data fabrication or misrepresentation will result in rejection.

8. Editing Process

The editorial team may:

- Edit for clarity, grammar and length.
- Request revisions from the author.
- Decline articles that do not meet the magazine's standards or align with its editorial scope.

Contributors will be notified of acceptance, revision requests or decline decisions.

9. Length Guidelines

- Feature Article: 1,000–1,800 words
- Opinion / Thought Leadership: 700–1,200 words
- Research Insight: 800–1,400 words
- Case Study: 700–1,200 words
- Short Commentary: 500–800 words

Longer submissions will be considered on merit.

10. Withdrawal & Resubmission

Authors may withdraw a submission before final acceptance.
Revised versions of previously declined submissions may be considered if they demonstrate significant improvement.

11. Contributor Profile

Each accepted author should provide:

- Full Name
- Professional Title and Organisation
- Country
- 80–150 word bio
- headshot
- LinkedIn profile link (optional)

12. Contact

All enquiries or clarifications should be directed to the editorial team through the email associated with the submission confirmation.