

Radio spots

July 2020

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**Radio spots on UNDFF – part one** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Spot #1**

Hey young farmers, listen up! You and other young farmers are so creative and hold the key to adapting to a fast-changing world. You—both men and women—are driving change in agriculture. You are growing new crops, inventing new ways of doing business, and you have your finger on the pulse of new market opportunities. Talk to other young people! Let them know that farming and food production has changed since their grandparents’ day. Today, small-scale farming is a smart way to support young families by earning a good income, and it has endless opportunities AND benefits. This station is proud to be a Voice for Family Farmers and part of the awareness campaign for the UN Decade on Family Farming.

**Spot #2**

Youth farmers, you are awesome! You are defining the future of farming! You bring new ideas, new perspectives, a fresh understanding of digital technology, new business skills, and creative approaches to marketing. You are the young women and men who are showing us the way into the future. We all need the energy of your new ideas and your success stories. So don’t hide your inspiration. Talk to other farmers about your plans, your best ideas, your hopes and dreams. Where you lead, many will follow! This station is proud to be a Voice for Family Farmers and part of the awareness campaign for the UN Decade on Family Farming.

**Spot #3**

Youth farmers, share your innovations and successes in business, in entrepreneurship, in networking, and in new technologies. These can revolutionize agriculture and revitalize rural communities! Start conversations in your local farmer group and in your local media. When you share your best, you inspire other young farmers to follow your path. This station is proud to be a Voice for Family Farmers and part of the awareness campaign for the UN Decade on Family Farming.

**Spot #4**

Family farmers, now is the time to join together and celebrate the strengths and successes of family farming. The United Nations had designated this decade as the Decade of Family Farming. Be proud that family farmers play a major role in ending hunger in your country, across Africa, and across our changing planet. You are the men and women who produce up to 80% of the food grown in Africa, even while using only 30% of arable land. You ensure food security for all. You nourish people in cities and rural areas. You improve livelihoods, and protect the environment by wisely managing natural resources. Join us and celebrate the Decade of Family Farmers by talking to other farmers—within and outside of your farmer organization—and letting us here at the radio station know about it. This station is proud to be a Voice for Family Farmers and part of the awareness campaign for the UN Decade on Family Farming.

**Spot #5**

Family farmers, we want to hear what you have to say. Did you know that there are 600 million farms in the world? And that family farms occupy produce 70-80% of global food? Family farmers! You are the force that drives innovation and change in agriculture. Call us to share your successes. Over centuries, you have kept, improved, and adapted seeds that are fine-tuned to the needs of your communities, and perfected practices that bring out the best in your soils and environment. Hand in hand with agricultural experts, you are now meeting new challenges, including a rapidly changing climate. You are amazing! Remember that your opinions and experiences are important. We need to hear from you! Take advantage of opportunities available through the government and especially through your farmer organization and other networks. Talk to other farmers in your farmer organization and your local allies. And call us at XXX-XXX-XXXX to share your opinions and experiences! This station is proud to be a Voice for Family Farmers and part of the awareness campaign for the UN Decade on Family Farming.

**Spot #6**

Local farmers, we need your views and your opinions. Listen to your radios, watch your TVs, pay attention to the world around you, and share your views and opinions to help create a healthy and abundant future. Communication is power and we need your voices. So, women and men in small-scale farming, fishing, and pastoralist families, share your thoughts and opinions with your local farmer organization, your local government, and with us – your radio station. We are a Voice of Family Farmers. We share your voice. This station is proud to be a Voice for Family Farmers and part of the awareness campaign for the UN Decade on Family Farming.

**Spot #7**

Did you know that there are 100 million family farmers in Africa? And thousands in just your community, including many women? Family farmers, this is your decade. This is the UN Decade of Family Farming, which is supported by the UN agencies FAO and IFAD, as well as regional organizations like the Pan-African Farmers Organization, La Via Campesina, PROPAC, ROPPA, and the East African Farmers Federation. Farm Radio International and this radio station are also partners. We are bringing you these messages and assuring you that we are all a Voice for Family Farmers - a way for you to be heard as we celebrate this Decade of Family Farmers. So add your voice to the millions of other family farmers speaking up. Give us a call at: XXX-XXX-XXXX. This station is proud to be a Voice for Family Farmers and part of the awareness campaign for the UN Decade on Family Farming.

**Spot #8**

Women farmers perform miracles every day. They manage the formidable triple burden of caring for the family. They care for children, care for their farms, and are responsible for so much other work. They care for the community, including the sick and elderly. Women are the traditional guardians of seeds and agricultural diversity, and the fierce and caring gatekeepers of family nutrition. Women farmers need everyone’s support and respect. So speak up at your farmer organization, in your community, and on *(INSERT name of station),* the Voice of Family Farmers, to support, respect, promote, and celebrate women farmers! This station is proud to be a Voice for Family Farmers and part of the awareness campaign for the UN Decade on Family Farming.

**Spot #9**

Men and women farmers and food producers of (your community)! The COVID pandemic has hit all of us as individuals and communities very hard, especially women and children, who are facing many added burdens. In many cases, confinement has led to a sharp increase in cases of domestic violence against women and children. We are calling on you to stop the violence against women and children in our communities! If someone you know experiences gender-based violence and asks for help, you can be a source of support. Listen to their problem and link them to information about helplines and/or other social support services available in your area *(INSERT contact and opening hours*). We stand in solidarity with the African women of our community and all of Africa, and salute your role in African food systems! Women, men, and youth are the food producers for humanity! This station is proud to be a Voice for Family Farmers and part of the awareness campaign for the UN Decade on Family Farming.

## Acknowledgements

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*Farm Radio International is the communication partner for the UN Decade of Family Farming 2019-2028.*