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YENKASA AFRICA RADIO

Family Farmers at the heart of sustainable agrifood systems

BACKGROUND

The **United Nations Decade of Family Farming (UNDF, 2019-2028)** aims to unleash the potential of family farmers as key agents of change, transforming agrifood systems and contributing to the Sustainable Development Goals (SDGs). Pillar 4 of the UNDF Global Action Plan (GAP) recognizes the role of *communication as a driver to advance family*

farming and emphasizes the need for rural communication services, improved communication and ICT capacity for family farmers, and increased awareness of their central role in agrifood systems. In this context a regional **Participatory Communication Plan (PCP)** is being developed in Africa to contribute to the implementation of the UNDF.

In Africa, radio is still the most widely used medium for sharing information with rural audiences. Building on previous experiences, YenKasa Africa Radio aims to foster long-term collaboration between farmers' organizations and rural radio stations.

The initiative is based on a participatory approach that uses farmer-centred radio programmes to address the specific needs and priorities of family farmers.

Farmers' organizations actively participate in the production of radio programmes, defining key issues, broadcast schedules and interviewees. They also provide feedback and suggestions for improvement.

The initiative seeks to empower family farmers, facilitating knowledge exchange and ownership of the communication activities by their organizations, with three main objectives:

- a) **to raise awareness** of the role of family farming in sustainable agrifood systems and to inform about relevant UNDF activities at the policy, institutional and field levels;
- b) **to share information** about issues, experiences and priorities of farmers' organizations; and
- c) **to enhance the use of radio** as an interactive service in support of family farming.

Produced in local languages, the radio programmes deal with issues such as **climate change, agroecology and forestry, access to finance and markets** through Village Savings and Loan Associations, the **importance of family farming**, and the central role of **women and youth**.



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THE INITIATIVE IN NUMBERS

- ✓ **8** countries
- ✓ **10** farmers' organizations
- ✓ **30** radios stations
- ✓ **7 million** potential listeners
- ✓ **12** weekly episodes per country (10 in local languages, 2 in English or French)
- ✓ each episode broadcast by **2** local stations/networks in each country

COUNTRIES AND ORGANIZATIONS INVOLVED

Zambia	Zambia National Forest Commodities Association (ZNFCA)	Madagascar	Syndicat des Organisations Agricoles (Réseau SOA)
Ghana	Ghana Federation of Forest and Farm Producers (GhaFFaP)	Liberia	National Union of Community Forestry Development Committees (NUCFDC)
The Gambia	National Farmers Platform The Gambia (NFPG) & National Coordinating Organization For Farmers Association The Gambia (NACOFAG)	Kenya	Farm Forestry Smallholder Producers Association of Kenya (FF-SPAK)
Togo	Coordination Togolaise des Organisations Paysannes et de Producteurs Agricoles (CTOP)	Tanzania	Mtandao wa Vikundi vya Wakulima na Wafugaji wa Mkoa wa Manyara (MVIWAMA) & Mtandao wa Vikundi vya Wakulima na Wafugaji Mkoa wa Arusha (MVIWAARUSHA)

For further information please visit YenKasa.org

Yenkasa Africa Radio to advance Family Farming. **Stay Tuned!**



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