

ANNUAL REPORT

2009-2010



Supporting broadcasters in Africa
to strengthen small-scale farming
and rural communities



2009-2010

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THANK YOU

Millions of small-scale farmers and their families benefited this year from the generosity of our friends and supporters. We gratefully acknowledge the financial support of the many individuals, groups, corporations and foundations who gave to Farm Radio International. We would like to make special mention of the following donors:

Bill & Melinda Gates Foundation through a grant to World University Service of Canada*
 Canadian International Development Agency (CIDA)
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*With funding provided by the Bill & Melinda Gates Foundation to WUSC, Farm Radio International is proud to be implementing the African Farm Radio Research Initiative (AFRRI).

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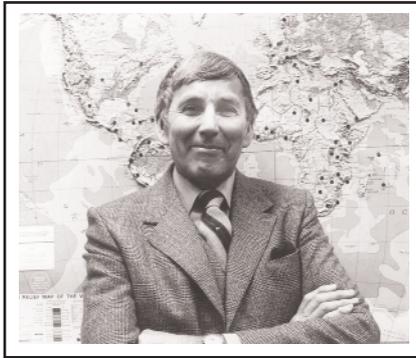
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Charitable Registration Number (BN) 11888 4808 RR0001

"Serving agriculture, the basic industry. This is George Atkins."



With deep sadness we marked the passing of our founder, Dr. George Atkins, on November 30, 2009. He was 92.

George Atkins listened to farmers. And his best advice to broadcasters was just that: listen to the farmers. George learned from farmers. In fact, we don't think George ever met a farmer from whom he didn't learn something.

George was a well known CBC farm broadcaster in the fifties, sixties and seventies. Always an advocate for farming and the family farmer, he signed off his radio reports with "Serving agriculture, the basic industry, this is George Atkins."



In 1979, following retirement from the CBC, George created Developing Countries Farm Radio Network (since renamed Farm Radio International), the world's only organization dedicated to supporting small farmers and their families through the use of radio - the one medium they all use. Since then he sustained our organization with his leadership, vision and boundless energy.

At Farm Radio International, we will miss his regular encouragement, good humour and sense of celebration. We are strengthened by the example of his persistence, and we will honour that memory in our work every day.

"Millions of the poorest of the poor farmers of the world are hearing this information to help them increase their food supplies and have better nutrition and health. If that isn't what's helping people in developing countries, I don't know what is."

"I have to pinch myself when I think of the people who are helped by this service that is available to them by just turning on their radio."

- George S. Atkins, Farm Radio International founder, 1917-2009

"For me, George was an inspiration. He made it clear that, as broadcasters, we can use the experience we have gathered to help others. He will always stand as a guiding symbol of how one person with passion and determination in a cause can really make a difference."

- Lloyd Robertson, Chief News Anchor and Senior News Editor, CTV News

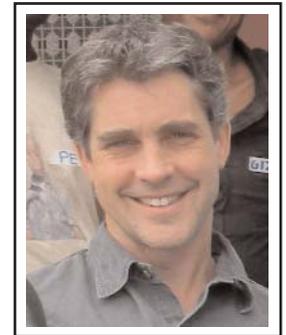
New Technology Meets Old Radio

The year 2009-2010 was a remarkable period of reflection, celebration, loss and hope for Farm Radio International. We marked the 30th anniversary of the organization, reflecting on our roots and celebrating the distance we have come since then. Then, on November 30, 2009, we received word that George Atkins, the founder of Developing Countries Farm Radio Network, its first executive director and an active board member until 2008, had died at the age of 92. It was a tremendous loss. But it was also a time to recommit to the vision that inspired Farm Radio International and to carry on in our efforts to strengthen and improve our services.

2009-2010 was also a year of great learning and innovation for everyone involved in Farm Radio International. Through our third scriptwriting competition, we discovered the power of facilitated e-learning in helping farm broadcasters develop new skills and support each other over the Internet. Careful evaluation of our Participatory Radio Campaign model revealed to us that well-produced radio strategies aimed at smallholder farmers lead to significant, measurable changes in the practices of farmers and in the ways that extension services are offered to them. Experiments in the use of mobile phones, digital audio devices (MP3 players) and interactive voice response systems revealed to us that, rather than replacing the "old technology" of radio, these new devices are most powerful when they are linked with radio. We found new ways to use information and communication technologies to make radio more interactive and more responsive to farmers' needs, and more effectively give farmers a voice.

In the midst of these exciting developments, our reflections on George's life and his strong values served to remind us that, in the end, it is all about the farmer. When all was said and done, this is what mattered to George. It is with humility that I thank our many donors, volunteers, partners, participants, dedicated and capable staff and strong board of directors for making this service possible. In particular, I am indebted to Doug Ward, the President and Chair of the Board of Farm Radio International, for inspirational leadership grounded in deep and rich experience in radio and social justice.

Kevin Perkins
Executive Director



Farm Radio International was created 30 years ago with the aim of enabling broadcasters in developing countries to provide better radio programs that meet the specific needs of smallholder farmers. Why radio? Simply, it is the most widely available mass communication medium for the developing world.

Script Service

From day one, a core service of Farm Radio International has been the production and distribution of radio scripts that African broadcasters can use for programs that serve smallholder farmers. This core work continued in 2009-2010, with three new script packages published and distributed to 350 radio partners across 39 countries in Africa. The packages covered a range of important themes, including smallholder innovation, livestock health, climate change adaptation and rice production. But while the basic script service remains the same, we innovated in some important ways that make it much more helpful to our broadcasting partners:

1. We helped African scriptwriters to develop the skills to write more and better scripts themselves. We used a scriptwriting competition (focused on smallholder farmer innovations) coupled with a brand new training course on scriptwriting skills offered via the internet to support about 80 African broadcasters in writing better scripts.
2. We engaged a team of senior writers in Africa and worked with them to continuously strengthen the quality of their work.
3. We added new features to the script package, such as the issue pack, providing broadcasters with background information and production ideas about a range of topics.

Farm Radio Weekly

We added an e-mail news service for radio broadcasters to our information services in 2008. In the past year, it provided an ever-growing number of African broadcasters with a treasured source of weekly news stories related to the interests of African smallholder farmers. In the coming year we will be establishing two Farm Radio Weekly News Bureaus in Africa to source and produce original news stories featuring the voices and perspectives of farming women and men.

Research

Our African Farm Radio Research Initiative (AFRRI) has been the source of many innovations and important learning about how radio serves farming communities. We refined the Participatory Radio Campaign (PRC) methodology that is at the core of AFRRI, and measured the results through careful evaluation. The empowering, participatory elements of our PRC model were recognized by the **Agricultural Learning & Impacts Network (ALiNe)** when it selected Farm Radio International as a winner of their Farmer Voice Award. We have also pioneered a number of exciting ways to use new information communication technologies (ICTs) – such as cell phones, the internet and interactive voice response – to make radio a more interactive medium, facilitating dialogue and knowledge exchange.

Some of the highlights from these innovations and discoveries are profiled in the pages ahead.

Information Services

Third Annual Scriptwriting Competition: Smallholder Farmer Innovation

In July 2009, we invited radio practitioners across sub-Saharan Africa to find a true story of a smallholder farmer (or group of farmers) from their region who had developed a new solution to a farming challenge. The response was impressive: radio broadcasters from 20 countries submitted a total of 82 scripts. An international panel of judges chose the 15 best scripts for publication in a script package that was then distributed to 500 radio organizations across sub-Saharan Africa. The winning scripts covered a fascinating range of brilliant innovations by smallholder farmers – solutions such as storing potatoes in sawdust, “sack farming”, and attracting red ants to fruit trees as a guard against pests. The resulting package was one of our best ever!

Amina Nabala Adam (left) on her henna farm, (with Farm Radio partner **Lydia Ajono** of the **Ghana Community Radio Network**), shared her innovation of growing henna as a turning point in her own food security. Ms. Ajono’s script based on this innovation won the best entry by a community radio station



Winning Script Excerpt: Sawdust Prolongs the Storage Life of Potatoes

Excerpt from Script 90.1, by John Cheburet, Kenya Broadcasting Corporation.

Sound effects (SFX): Sounds of a market place. Fade under the presenter.

Presenter: This is Kinungi Trading Centre on the busy Nakuru-Naivasha highway. It is early morning and the local market is bustling with activity. Today, farmers have few potatoes to sell. The last harvest was three months ago. The new crop is still growing.

But that is not the case for Mr. Githenya Kariuki. He is here to sell his potatoes to a buyer from Nairobi, 70 km away. He says his potatoes are now in season, thanks to his new method of storing potatoes using sawdust.

Read the full script at
www.farmradio.org/english/radio-scripts/90-1script_en.asp



**Healthy soils
make
healthy farms**

Farm Radio Weekly: Giving African Broadcasters Their Weekly Fix of News Stories

Before the creation of *Farm Radio Weekly* in 2008, African broadcasters had no reliable sources of news stories written for radio that specifically address the issues and concerns of smallholder farmers. The Weekly has changed that, becoming a trusted source of stories for and about small holders, together with resources and information that help broadcasters hone their craft. With 1,000 subscribers and growing, Farm Radio Weekly is distributed by email 44 times per year. Surveys of our subscribers confirm that the Weekly is a prized source of agricultural information. To the right is a sample of the 100th edition.

Online Training for Scriptwriters

As more and more radio broadcasters in Africa gain access to the Internet, the potential to offer training at a distance has also grown. Farm Radio International has capitalized on this by creating a unique on-line course to support our scriptwriting competition with financial support from the Commonwealth of Learning. An enthusiastic 200 broadcasters from across Africa enrolled in this free two-month course. Facilitators from Ghana, Malawi and Rwanda ran the course and kept the participants engaged in a collaborative learning process.

“Bravo to the hard-working facilitators. Your work was highly exceptional to me because of your personal time you devoted to this training for the past two months. I am now extending what I have learned to other colleagues at our community.”

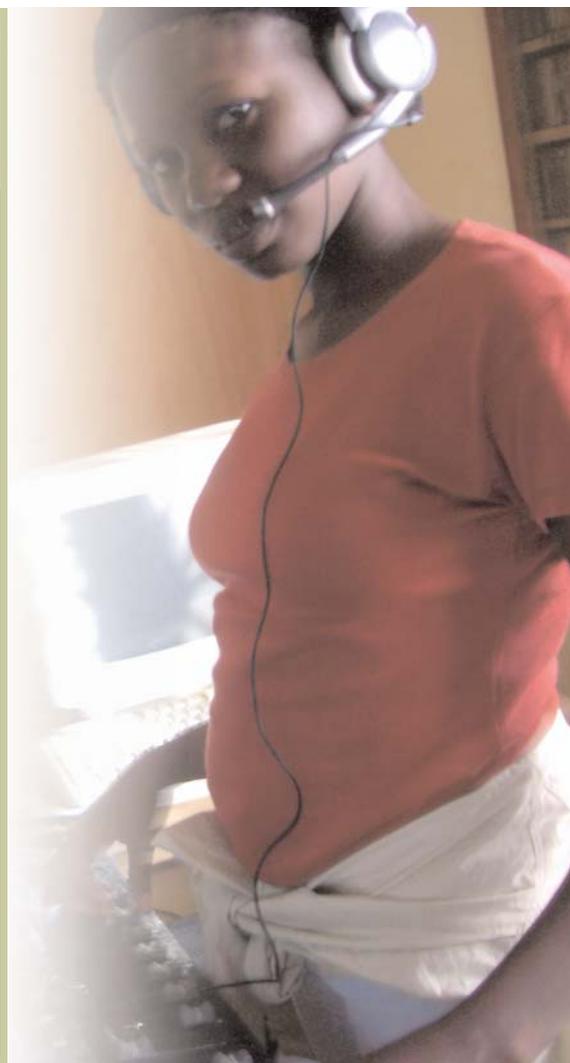
- Jefferson Massah from Radio Gbarnga in central Liberia



We are excited to welcome you to the **100th edition** of Farm Radio Weekly! To celebrate this landmark, we are republishing some of the best news stories from our first 99 editions. The first story featured in this special edition was written for FRW by David De Dau, who visited members of a Sudanese community whose land had been threatened or taken over by soldiers and a petroleum company. It was the first in our special series on land grabbing, which appeared in June and July 2009 and which proved extremely popular among our readers.

The second featured story was a favourite in Farm Radio Weekly's 2009 subscriber survey. FRW Editor Heather Miller prepared this story after visiting the village of Kitete, in eastern Tanzania, with local agricultural radio broadcaster Lilian Manyuka. Many farmers in this village have taken up chicken farming in order to provide protein for their families and to boost their incomes. The story explains how, with the help of Lilian's radio program, poultry producers are learning to protect their chickens from disease and theft.

Happy reading!
-The Farm Radio Weekly Team



The African Farm Radio Research Initiative: Showing Results!

Measuring the impact of Farm Radio Programs

In 2009-2010, we completed the third year of the African Farm Radio Research Initiative (AFRRI). With funding from the Bill & Melinda Gates Foundation, we are implementing and evaluating a variety of innovative approaches to farm radio in Ghana, Malawi, Mali, Uganda and Tanzania. It was a full and fruitful year as we experimented with new uses of information communication technologies and market information systems and completed participatory radio campaigns and measured their effects.

ICT Innovations

Beep beep! The sound of a text message SMS (short messaging service), arriving in your phone's inbox vibrates from your pocket. You pause for a moment from preparing your compost pit to read the message: **"Dear listener - Heka heka vijijini starts in 30 minutes on 93.3 Sibuka FM. This week's program talks about marketing local chicken - tell your neighbours!"**

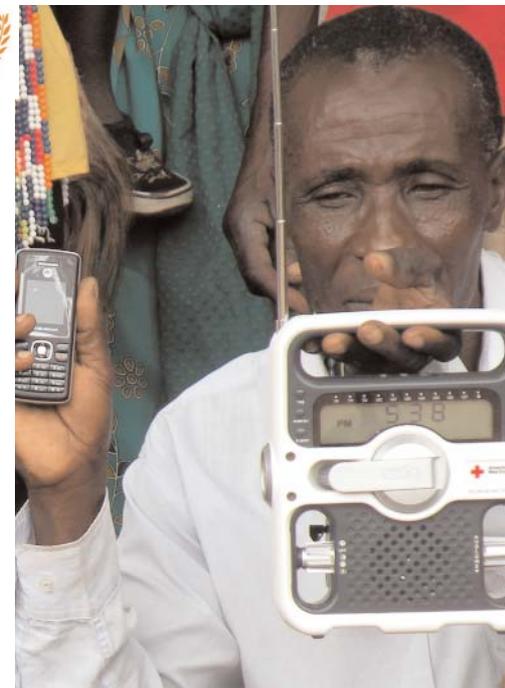
These 154 characters comprise a typical SMS that a farmer could receive alerting her or him to an upcoming program from a local radio station. SMS alerts are being tested as part of AFRRI's research strategy to explore how information communication technologies can improve radio for farmers. Nearly half of AFRRI's partner radio stations have now been trained to use software to manage and send SMS alerts to their listening communities. Feedback so far has been encouraging: for example, Esther Chambo from Benadi village in Malawi received SMS alerts from MBC (the Malawi Broadcast Corporation) for eight weeks on their campaign about use of manure as a fertilizer. "This is the best!" wrote Chambo. "I forgot about the program because I was busy working in the field, but with the alerts I was reminded."

Participatory Radio Campaigns win the ALINe Award



Through AFRRI, we developed the Participatory Radio Campaign (PRC) to help smallholder farmers learn about, evaluate, discuss and introduce a range of appropriate, sustainable farming practices. Topics have ranged from composting and beekeeping to using neem leaves to protect harvested crops from weevils. AFRRI has now completed its first round of PRCs, and surveyed the effects on farmers' knowledge, intentions and practices. The result? PRCs are tripling or quadrupling the number of farmers who adopt a new practice at a cost of mere pennies per listener.

Our innovative PRC approach to tackling poverty and food insecurity was recognized with the prestigious ALINe 2010 Farmers Voice Award. ALINe works with a range of agricultural organizations, providing technical assistance, conducting research and promoting innovations. It promotes people-centred performance in agricultural development.



"We knew that these disease-resistant varieties of cassava had been developed, but we didn't know how to get the planting materials or how to cultivate and grow them," said Asege Winnie Odaret (pictured on the left), speaking on the importance of hearing Farm Radio International's Participatory Radio Campaigns on the Voice of Tesso Radio in Uganda. The campaign on Akena cassava led to a fivefold increase in the amount of land planted with this disease-resistant staple crop.

Keeping Canadians Tuned in to Farm Radio in Africa

While the work with radio partners in Africa is vitally important to our mission, Farm Radio International also recognizes how critical it is for Canadians to understand and have a connection with broadcasters and smallholder farmers in Africa. To this end, we continually inform our many supporters about our work in a variety of ways: the Network News newsletter; articles and news items in Canadian print and broadcast media; our website; and speaking tours by visiting African radio professionals. In 2009, we were thrilled to welcome two partners from Africa – Jean Paul Ntezimana from Radio Salus in Rwanda and Gladson Makowa from the Story Workshop in Malawi (the 2009 George Atkins Communication Award winner).

This year, we added to these activities by developing a blog, adding video, audio files and photographs to our website (check it out – <http://www.farmradio.org/english/donors/multi-media/>) an e-newsletter, and a Twitter account (we have 3000 followers!) Social media provide low cost, colourful, and interactive ways to keep Canadians tuned in to radio in Africa.

Grace Amito Winner of the 2010 George Atkins Communications Award Winner

Farm Radio International designated Grace Amito, a broadcaster and scriptwriter from Mega FM in Gulu, Uganda, as the 2010 recipient of the George Atkins Communications Award. The award recognizes rural radio broadcasters for their outstanding contribution to food security and poverty reduction in low-income countries. Grace's work was brought to our attention when her radio station, Mega FM, joined the African Farm Radio Research Initiative and produced very popular participatory radio campaigns on honey production and cultivating the fruit trees that bees need for honey making. She has also been a Farm Radio International scriptwriter, and she produces a market price program on Mega FM twice a week for farmers in her region. Says Grace, "I am extremely delighted to receive the news that I have won this prestigious award."



In addition to the program *The Farmers and Animal World* that she hosts, Grace, along with fellow broadcasters at Mega FM, used radio broadcasts from 2004 to 2006 to facilitate peace talks that helped end the war in northern Uganda.

Congratulations Grace!

Our Circle of Producers

Farm Radio International's work has been made possible by the support of thousands of Canadians. In 2008, we created the Circle of Producers to pay special tribute to those who have been especially loyal and generous over the years.

The word "Producers" was chosen because it refers both to the farmers who grow crops and raise livestock to feed the planet, and to the radio broadcasters in Canada and Africa, who produce powerful radio shows that meet the information needs of their listeners. Farm Radio International supporters who, over the years, have donated over \$1,000 cumulatively, are also producers – enabling us to create services that help African broadcasters meet the needs of smallholder farmers.

Doreen Adams • In Memory of Ellen Adams • Peter Ajello • Sylvia Alers • Blaine Allan • Heino Altosaar • Eleanor Anderson • John Anderson • Donna Andrew • Caroline Andrewes • Margaret Andrewes • Sarah Andrewes • Philip Andrewes • Gordon Andrus • Yezdi Antia • David Armstrong • Alan Asselstine • George Atkins • Janet Atkins • Robert Atkinson • E. Auguteijn • Henry Awmack • Edith Bacon • Gertrude Bain • Gordon Baker • Robert Baragar • David Barrie • Thomas Bates • Lorna Beairsto • Stephen Beckley • Lloyd Beckley • Mary Beech • J. 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Like other Canadian charities, Farm Radio International is governed by a volunteer Board of Directors that plays a very important role in directing and shaping the work of the organization. The Farm Radio International Board, which has fifteen directors elected for three-year terms: establishes strategic direction consistent with our mission and values; drafts policies for the consistent application of our values; approves the annual operating budget and plan; reviews the performance of FRI operations and of our Executive Director, and; hires and receives the report of an external auditor.

In addition to its regular work, this year the Board:

- approved a training policy designed to facilitate a comprehensive and consistent approach to building our training service and collaborating with other training organizations,
- consolidated and approved a comprehensive fundraising policy, and
- established a planning framework to integrate our strategic intentions with our mid-term and annual planning.

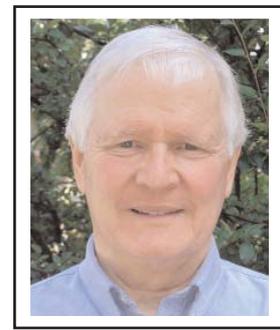
Directors David Barrie and Magdalena Burgess retired this year. David will be remembered for practical contributions that reflected his farming background and his work in Africa. Magdalena Burgess, owing to her past experience as a DCFRN staff member, provided important institutional memory. Her editorial suggestions for our script packages were insightful and

much appreciated. We welcome new directors John van Mossel, international development consultant, and Glenn Powell, farm broadcaster (retired) and writer.

George Atkins died on November 30, 2009. No other person has provided such a thorough and focused contribution to FRI. Simply put, the support of farm broadcasters by this unique Canadian organization started as his idea and came to life through his single-minded passion, drive and hard work over three decades. George's later work as a member of our Board was marked both by his valuable lessons from the past, and also by his generosity of spirit in recognizing that, sometimes, things need to change – as long as that change serves the interests of the smallholder farmer! We have lost an irreplaceable colleague and friend. We will strive to live up to his vision.

Farm Radio International continues to undergo rapid change as we refine current programs and create new ones to meet the stated needs of African farm broadcasters. In all of this we are fortunate to be well-served by Executive Director Kevin Perkins and the Farm Radio International staff – an intelligent, talented, resourceful, dedicated, adaptable and seemingly tireless team.

Doug Ward
Chair of the Board of Directors



In the 2009-2010 fiscal year, we managed the donor resources entrusted to us to achieve impressive results in a fiscally responsible manner. An audit of our year-end financial statements was conducted by Deloitte & Touche LLP. Please contact Farm Radio International for a copy of our audited financial statements.

Statement of revenues and expenditures for the year ending March 31, 2010

	2010	2009
Revenues		
Donations		
<i>Individuals and groups</i>	312,512	244,701
<i>Foundations</i>	37,500	38,602
<i>African Farm Radio</i>		
<i>Research Initiative*</i>	1,472,596	1,500,914
Canadian International Development Agency	200,000	168,869
Project grants	281,422	224,296
Investment	2,750	854
Miscellaneous	48	5,926
	<u>2,306,828</u>	<u>2,184,162</u>
Expenditures		
Program expenses	1,841,003	1,773,720
Administrative expenses	348,662	314,613
Fundraising	104,339	84,696
Total expenses	<u>2,294,004</u>	<u>2,173,029</u>
Net revenue	<u>12,824</u>	<u>11,133</u>

Statement of net assets as of March 31, 2010

	2010	2009
Assets		
Current Assets		
Cash	487,060	146,879
Receivables	143,972	137,022
Advances to host field offices	46,810	35,709
Prepaid and deposits	—	—
	<u>677,842</u>	<u>319,610</u>
Investment in BCE Inc. (Class A)	—	58,785
Capital assets	2,781	3,947
Other assets – Gift receivable	22,841	20,841
	<u>703,464</u>	<u>403,183</u>
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	361,908	241,822
Amount payable to host field office	12,348	17,879
Deferred revenue	189,246	16,344
	<u>563,502</u>	<u>276,045</u>
Net assets	<u>139,962</u>	<u>127,138</u>
Net assets consist of:		
Invested in capital assets	2,781	3,947
Unrestricted	137,181	123,191
	<u>703,464</u>	<u>403,183</u>