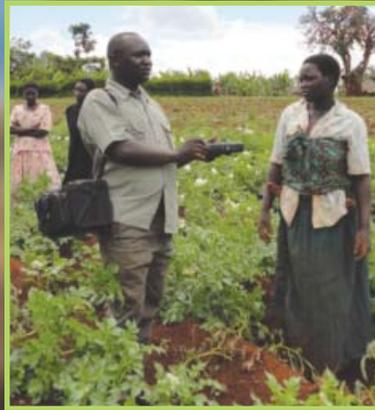


ANNUAL REPORT 2012-13



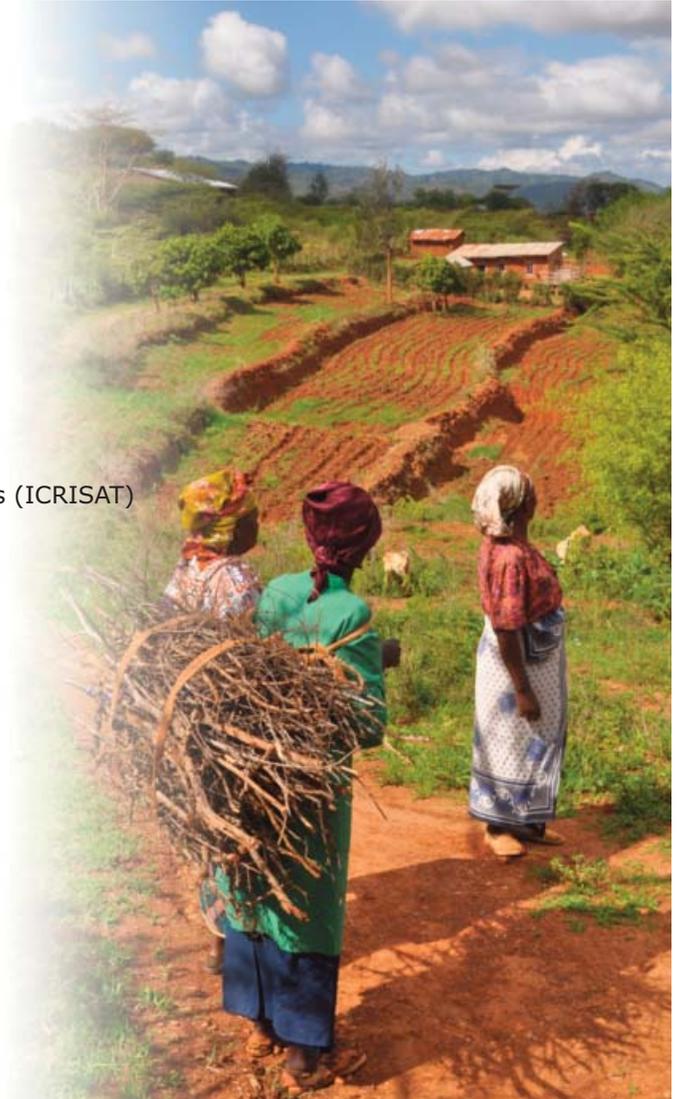
**RADIO 2.0:
WHEN RADIO IS MORE THAN RADIO**

2012-13 DONORS

We gratefully acknowledge the financial support of the many individuals, groups, corporations and foundations that gave to Farm Radio International this year. Tens of millions of small-scale farmers and their families benefited as a result of the generosity of our friends and supporters.

We would like to make special mention of the following contributors to our work:

Foreign Affairs, Trade and Development Canada
Bill & Melinda Gates Foundation
Irish Aid
Rockefeller Foundation
Alliance for a Green Revolution in Africa (AGRA)
Anne Burnett
Canadian Auto Workers (CAW) — Social Justice Fund
Commonwealth of Learning
Faida Market Link
David Frere
GIZ
Grand Challenges Canada
HarvestPlus
International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)
International Development Research Centre (IDRC)
International Maize and Wheat Improvement Center (CIMMYT)
Kitchener and Waterloo Community Foundation
Marilyn & Wally King
McCain Foundation
NA Taylor Foundation
Novozymes
Oscroft Ltd.
Seed Hawk
Sisters of St. Joseph of London
S.M. Blair Family Foundation
Les Soeurs de la Congrégation de Notre-Dame
Technical Centre for Agricultural and Rural Cooperation (CTA)
World Food Programme
World Vision Tanzania
World University Service of Canada (WUSC)



YEAR IN REVIEW

We support farm radio broadcasters to strengthen small-scale farming in rural communities across Africa.

This year, we worked with more than 430 radio partners in 38 African countries to increase food security and economic prosperity for tens of millions of farmers. Together, we served farmers by giving them access to practical, relevant and timely information, and by engaging them in a conversation to better understand and meet their needs.

Our work has recently been recognized for its innovation, impact and scalability. Themed "Radio 2.0," this report highlights what we did over the 2012-13 year to be more effective and efficient, and how we used new technology to enhance the already-mighty radio.

GROWING AN IDEA

Farm Radio International began as an idea. Like most great ideas, it was deceptively simple, prompting the question, “Why didn’t I think of that?”

The idea came about in 1975 when George Atkins, Canada’s leading farm broadcaster, learned that radio programs in developing countries often served the interests of large-scale plantation farms instead of small-scale family farmers struggling to make ends meet. George’s simple yet powerful idea was to generate and share radio scripts designed specifically for subsistence farmers, featuring issues and solutions identified by these farmers themselves, as well as by agricultural research organizations in the Global South.

Ideas continue to be at the core of Farm Radio International. We harvest ideas from African farmers, farming communities and agricultural researchers and share them in far-reaching radio scripts and news stories. Thanks to more than 430 radio partners across Africa, this information reaches tens of millions of farmers over the airwaves — at a cost of pennies per listener.

In 2012-13, we were inspired by an old idea that makes even more sense now than in the past. In 1927, German author Bertolt Brecht recognized the great potential of radio as a tool for dialogue and change. He argued that “radio should step out of the supply business and organize its listeners as suppliers.” In other words, radio is more effective when audience members can go beyond listening to creating — or supplying — content by sharing their stories, solutions, questions and concerns.

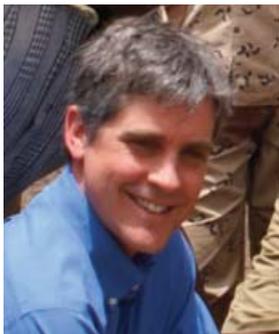
In the past year, we brought this powerful idea more centrally into our work through the innovations highlighted in this report. We made important changes to the kind of information we provide to broadcasters and how we share it. We developed new priorities for and approaches to broadcaster training, and worked with select radio stations to produce new, highly interactive programs.

Recognizing that audience interaction is also an important feedback mechanism, we worked on exciting new ways to gather real-time input that gives listeners the opportunity to add their perspectives on important issues. To a large degree, this was made possible by the widespread adoption of mobile phones and apps. African farmers have been quick to embrace the mobile phone, creating opportunities for interactive programs that enable listeners to become suppliers, as envisioned by Brecht so many years ago.

In the 2012-13 year, we were entrusted with 18 new project grants from 13 funders, totalling about \$11.5 million over their duration. The Rockefeller Foundation, Irish Aid, the World Food Program, HarvestPlus and Grand Challenges Canada came on board as new funders. We signed a new five-year contribution agreement with the Canadian International Development Agency (now part of Foreign Affairs, Trade and Development Canada), and were selected as an implementing partner in three other CIDA-funded initiatives. The Bill & Melinda Gates Foundation offered support for two new projects, bringing the total number they have funded to four. We also developed exciting new partnerships with other Canadian and international NGOs, including Canadian Feed the Children, World Vision Tanzania, the Guidance, Counselling and Youth Development Centre for Africa, Faida Market Link and the International Maize and Wheat Improvement Center. And our partnership with World University Service of Canada remains a vitally important source of support that is allowing us to build on our success and provide full transparency and accountability to our partners.

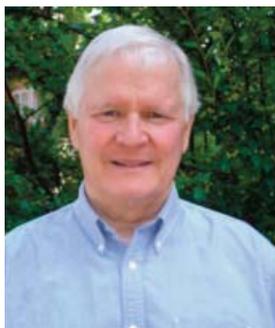
It is an exciting time to be part of Farm Radio International. Our unique focus on serving small-scale farmers through radio-based communication services continues to create results and attract attention. The achievements of the last year would not have been possible without the remarkable support of our donors, partners, volunteers, staff and board. It is a privilege to work with all of you. We celebrate our shared results and look forward to next year.

With thanks,



Kevin Perkins
Executive Director

A handwritten signature in black ink that reads "K. Perkins".



Doug Ward
Chair of the Board of Directors

A handwritten signature in black ink that reads "Doug Ward".

INNOVATION @ WORK

FARMQUEST: MAKING SUSTAINABLE FARMING A REALITY FOR YOUTH

Most women in Kafune Mariko's village in Mali raise goats or sheep. The 20-year-old mother of two wants a herd of her own in order to support her young family. But Kafune doesn't have any experience raising livestock, nor does she have the credit needed to buy her first billy goat.

But Kafune's dream is about to become reality. Radio reality. Through *FarmQuest*, our innovative new reality radio series (known as *Daba Kamalen* in Bambara, the local language), Kafune will have access to credit, an experienced mentor and a few goats to start her off. Listeners will follow her story as she competes alongside five other young people to be named Mali's "Best New Farmer."

FarmQuest aims to engage young people to show that farming can provide a good livelihood, not just a way to survive. While the majority of the labour force in Mali practices subsistence farming, many young people do not see agriculture as a career choice that can take them out of poverty.

FarmQuest won the Rockefeller Foundation's 2012 Innovation Challenge and was then selected to receive funding to get the project up and running. The 12-episode series is set to air in the fall of 2013.



Kafune Mariko, 20, (right) is one of six contestants who will be competing to become Mali's "Best New Farmer" in Farm Radio International's first reality radio series, *FarmQuest*. Kafune's mentor, Alimata Diarra (left), will be advising her as she takes up goat farming for the first time.

PRCs: PUTTING FARMERS FIRST

Most farm radio programs aim to provide farmers with the information they need, when they need it. Our award-winning Participatory Radio Campaign (PRC) method goes further, empowering farmers to make an informed decision about a specific agricultural practice.

A PRC is a carefully planned radio series that is broadcast to a specific farming population, over a specific period of time (typically 12 to 16 weeks), designed to help hundreds of thousands of small-scale farmers not only understand the improved practice, but also adopt and benefit from it — if they decide it is appropriate for their situation and needs.

Key to all radio campaign programming is listener participation and, by putting farmers at the centre of radio programs, PRCs have a measurable impact throughout the listening areas of the stations that broadcast them. Farmers are consulted to select the topics of the campaigns and the broadcast times, and they actively participate in knowledge-sharing processes as the radio programs are aired. PRCs feature the voices, stories and perspectives of ordinary farmers, providing listeners with the information and support they need to act on the improved practice.

This year, Farm Radio International developed 16 PRCs in five countries. Campaigns ranged from new ways to plant teff (a staple grain) in Ethiopia to climate adaptation strategies in Ghana.

A good example of our PRC work this year was in Mali, where radio stations broadcast two PRCs to help farmers deal with one of the greatest obstacles to food security in Africa: striga weed. Striga attaches itself to the roots of host plants, sapping them of nutrients. When staple crops such as millet and sorghum are attacked by striga, they turn yellow, stop growing and wither. This leads to poor or non-existent harvests and, all too often, hunger. The weed is so hated that it has earned the nickname “witch weed.”

When Noe Diarra’s millet plants suddenly started to yellow, he couldn’t understand why. The plants had been sprouting extraordinarily well just weeks before. Then, he tuned into a PRC episode that changed everything.

The first striga PRC focused on improved striga-resistant sorghum seed and the second on a combination of techniques to rid fields of the pesky weed (collectively referred to as “integrated striga management” or ISM). ISM is a multi-pronged approach of crop rotation, intercropping and fertilization that literally attacks striga from the ground up.

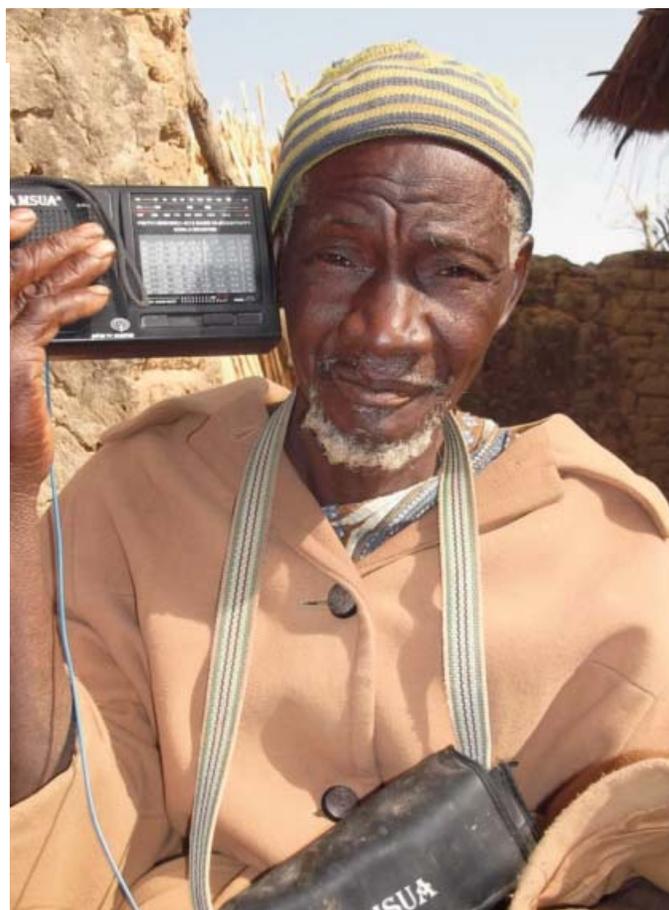
“I heard over the airwaves of Radio Moutian that there was a way to get rid of striga. Really, I thought I was dreaming,” he said.

Noe learned techniques to control and prevent the weed, such as intercropping legumes with cereal and penning livestock to provide a ready supply of manure fertilizer.

Vambie Thera also benefited from the PRCs. He had heard about striga, but didn’t think of it immediately when his crops quickly withered one year. Through the radio programs, he learned that striga was worse than he imagined, but that it could be controlled.

“Now every night, my family listens to the next part of the story on Radio Moutian. And I’m not the only one — just ask the radio station — [the striga program] has become their flagship show,” he said.

Both Noe and Vambie have already taken steps to prepare for future planting seasons.



RADIO DRAMAS: MAKING (AIR)WAVES WITH NEW AND OLD TECHNOLOGIES

Storytelling is the essence of radio. This year, we took storytelling to a new level by producing a radio mini-series with a new twist.

During the 30 episodes of the *My Children* series, listeners will follow Florence, the story's heroine, as she struggles to grow enough nutritious food to feed her children. They are chronically ill, suffer from diarrhea, and have persistent coughs. But then Florence learns many of these problems can be reduced through diet — by farming and eating orange-fleshed sweet potatoes, an alternative rich in vitamin A compared to the traditional variety.

Florence is fictional, but her story is very real for many families in sub-Saharan Africa. That's why *My Children* broadcast partners will be employing text messaging technology to engage listeners in interactive polls following each five-minute episode. By sending a free text message in response to questions from broadcasters, listeners will be able to share their ideas and feedback in real time. This makes it easier to identify information gaps, address listeners' expressed needs, and measure changes in knowledge, attitudes and behaviour over time.

Blending radio with technologies like mobile phones creates new ways for farmers to discuss issues important to them — without compromising the essence of radio.



RADIO PROGRAM ON CLIMATE ADAPTATION IS JUST WHAT THE DOCTOR ORDERED



Like a physician for ailing farms, Dr. Adaptation gave Fuseini Alhassan just the prescription he needed: how to store produce to reduce crop losses due to pests and how to avoid damage from severe weather.

But instead of putting pen to paper, Dr. Adaptation helped Ghanaian farmers adapt to climate change with a microphone. Radio signals carrying the voice of Dr. Adaptation beamed unseen past the drought-resistant baobab and acacia trees to radio sets across the country.

"This year, my family will not go hungry," Fuseini said.

It's getting harder and harder for African farmers to forecast when the rains will start. Climate change means each growing season could be drastically different from the last. And many small-scale farmers can't turn to the Internet for information. Unpredictable weather patterns mean farmers have to find creative and innovative ways to feed their families. Broadcasters are helping farmers share those techniques with each other through radio, a widely accessible and affordable medium in Africa.

"The radio show had an amazing impact on the lives of our local farmers," said Benjamin Fiafor, field director at FRI's office in Ghana. "Some communities have placed bans on bush burning while other have passed laws to make it compulsory for farmers to replant the trees that they cut."

Last year's Dr. Adaptation show on Simli Radio was so successful that plans are in place to expand the program to six additional radio stations in 2013.

RESOURCES RE-INVENTED

RENEWED RESOURCE PACKS BUILD ON GEORGE'S VISION



Farm Radio International founder George Atkins sent out the first batch of script packages to rural African broadcasters in 1979. His vision was to help broadcasters meet the needs of small-scale farmers by providing them with relevant and practical information that they could use to improve their farms. That was the beginning of the George Atkins Script Service.

"[Broadcasters] are able to look at them (scripts), read them, listen to the tape and then interpret it in their local language," George said in a 2009 interview. "We continue to update the scripts and add new ones, changing the focus to keep in touch with what's going on. That is such a thrill to me. I pinch myself when I think about what has happened."

This year, Farm Radio International built upon George's vision by developing Farm Radio Resource Packs

(FRRPs). The packages have evolved into much more than just scripts. Broadcasters now receive an assortment of tips and tricks on such things as storytelling techniques, creating interactive programming and reaching both men and women farmers. Our thanks to the Government of Canada for making these improvements possible.

In addition to providing FRRPs online, we have also started printing FRRPs in Tanzania. That means we can keep costs down, support local businesses and ensure broadcasters receive resources more quickly. George would be proud!

BARZA: BROADCASTERS CONNECT THROUGH A 'VIRTUAL VILLAGE'



You might be wondering: "What's Barza?" We're glad you asked.

Barza.fm is our new and improved online community for African rural radio broadcasters. Barza is a French-Congolese word with Swahili roots that means "a place where people in a village meet under a tree and talk." We launched Barza.fm to create an online village of African radio broadcasters who work together to help small-scale farmers improve their food security, farming practices and livelihoods.

With the click of a mouse, Barza lets broadcasters share useful resources like radio scripts, audio clips and advice with others from across the continent. They can create personal profiles, participate in discussion forums, share photos and audio clips and find a wide range of fascinating and useful broadcasting resources.

"The platform has increased my understanding of the needs of small-scale farmers," said Carole Leuwé, editor-in-chief and presenter of *Il faut le savoir* at Radio Nostalgie 96FM in Douala, Cameroon.

Last September, Carole participated in FRI's workshop for Barza users in Arusha, Tanzania. She says the training workshop helped her understand better ways of presenting agriculture issues.

"Before Barza, I had to rely on networks and coalitions to access information and this was time-consuming and difficult," she said. "In terms of increased access to relevant information in one place for broadcasters, Barza has done a great job."

FARMER PROGRAM E-COURSE: A WIN-WIN FOR AFRICAN FARMERS AND BROADCASTERS

Jefferson Massah considers himself to be a member of the Farm Radio International family. As a rural radio journalist at Radio Gbargna in Liberia, he uses the skills gained from Farm Radio International's farmer program e-course on a regular basis.

Jefferson was one of 85 African radio practitioners who participated in this 12-week online course from September to December 2012. He and other participants learned how to design a high-quality weekly radio program for farmers. Course modules focused on subjects such as making radio useful for farmers, identifying audience needs, using storytelling to make programs more interesting, gathering audience feedback and securing financial and in-kind support.

While the e-course is over, the skills Jefferson learned continue to pay off. Literally.

"The just ended training is really helping me a lot. I am grateful to inform that my station has reinforced its agriculture radio program and is now partnering with ACDI-VOCA [a US-based economic development organization] to produce a weekly radio program that promotes value chain [development] in vegetable production," he said.

Farm Radio International's Manager of Resources for Broadcasters, Blythe McKay, said she was impressed by participants' dedication to improving their programming for farmers.

"Jefferson has shown amazing initiative to put into practice what he has learned through the e-course," she said after learning Jefferson successfully secured funding for his program.

Jefferson coordinates the agriculture radio program, which airs on two radio stations in the region. He is not only passionate about broadcasting the information farmers need to know, but also about passing on what he's learned to other broadcasters.

"I provided training for my colleagues at Radio Saclepea in agriculture radio programming before the commencement of the radio campaign," he said.

While Blythe notes that "farmers are the real winners" of the e-course because they get access to better radio programs, broadcasters like Jefferson are winners too.

The Press Union of Liberia recently recognized Jefferson for his efforts after he wrote a story about women in agricultural development in Liberia. He was named Development Journalist of the Year.

"I employed all the skills acquired from Farm Radio to produce a very good report from a rice processing centre managed by group of rural women in central Liberia," he said. "I am very pleased to imprint my contribution to the 'achievement column' of Farm Radio International as one who has immensely benefited [from] its training program."



IN-STATION TRAINING: SERVING SMALL-SCALE FARMERS WITH BETTER RADIO



Victoria Dansoa cares a lot about small-scale farmers. She is an employee of Ghana’s Ministry of Food and Agriculture and volunteers to host and produce a regular radio show for farmers on Radio Central, a Ghanaian radio station in Cape Coast. But, until she had training from Farm Radio International, she didn’t know how great a tool radio could be for reaching farmers and also connecting them with one another.

Following her in-station training, she went into the field with a small audio recorder and interviewed small-scale farmers for the first time. In three years of farm broadcasts, she had never done that before. But, with guidance from Farm Radio International trainer Lydia Ajono, she hit the road to meet — and listen to — her audience.

“That experience has really helped me to know that we just don’t know what the farmers want. Always we should get to them and know what they really need before broadcasting anything on the radio.”

Addressing farmers’ real needs and featuring their voices in radio programs intended for them is central to our in-station training. And it pays back handsomely. When Victoria went to visit farmers again after airing programs that included their voices, not only was she famous, but they wanted to tell her more.

Victoria’s story is one of many we could tell this year. We placed trainers for up to a month in more than 20 radio stations in six countries (Ghana, Ethiopia, Malawi, Tanzania, Burkina Faso and Uganda). So much of radio in Africa is still in the old, talk-down mode. Our new approaches, shared with radio station partners through our innovative in-station training program, are bringing African farm radio into the future.

“I have really learned to make farmer programs that will really catch the attention of farmers,” Victoria said.

RECOGNITION

2013 George Atkins Communications Award Winners

The George Atkins Communications Award recognizes farm radio broadcasters for their outstanding commitment and contribution to food security and poverty reduction in low-income countries. These three individuals work tirelessly to serve farming communities through radio.



Lydia Ajono, director of Radio Gurune in Ghana's Upper East Region, is one of Farm Radio International's senior in-station trainers. She has been involved in our work since the early 1980s when she was with the Ghana Broadcasting Corporation. During that time, she contributed many high-quality scripts and was a keen participant in the gender workshop in Ghana, where she mentored younger broadcasters, and women especially. Lydia was a successful participant in our 2012 e-course on farmer radio program development. Lydia's was one of the top program designs created over the 12-week course.



Anthony Lwanga is the director of Kagadi Kibaale Community Radio (KKCR) in Uganda, a Farm Radio International partner for more than a decade. Anthony collaborated with Farm Radio International on the Linking Agricultural Research and Rural Radio in Africa (LARRRA) project. He was also an active participant in our script-writing competitions. Through his leadership, KKCR was a key partner in the African Farm Radio Research Initiative (AFRRI), a 42-month research project that assessed the effectiveness of farm radio in meeting the food security objectives of rural African farming households. The radio programs that Anthony helps to produce are responsive to community needs and popular with farmers.



Kasooha Ismael joined Uganda's KKCR in 2005 as a volunteer news anchor. The station management quickly recognized his talent for radio and promoted him to assistant news editor. He was then assigned the role of lead presenter for Participatory Radio Campaigns (PRCs) on improved beekeeping, disease-tolerant cassava, and composting and environmental conservation. The impact of these high-quality PRCs is visible in the target communities to this day. Currently Ismael is the producer and presenter of the quality-protein maize PRC at KKCR. He has shown a tremendous effort in making the PRC interactive, entertaining and educational.

2012-13 Volunteers

We greatly appreciate the journalism, communications and international development students, technical volunteers and professional mentors who contributed their time, energy and innovative ideas to our work in Canada and Africa over the last year. Thank you for extending our impact in 2012-13!

Louise Atkins
Danny Beswick
Leslie Bragg
Edith Bramwell
Harriet Bramwell
Duncan Bury
Alex Butler
Jessica Campbell
Mark Elliott
Leah Gerber
Yuen Ho
Jenna Hobin
Bob Hopkins
Darlene Hopkins
Dovi Jackson
John Jackson
Melanie Karalis
Jim Lowe

Shirley Lowe
Patrick Roberts
Steven Zhou
Michelle Zilio

Training mentors

David Gutnick
Marvin Hanke
Franklin Huizies
Sarah MacFadyen
Dick Miller
Marjorie Nichol
Ian Petrie
Ian Pringle
Wendy Robbins
Jacquie Toupin
Doug Ward
Ashley Wright

CIRCLE OF PRODUCERS

Sincere and heartfelt thanks also go out to all members of our Circle of Producers, a group of generous supporters who have each cumulatively donated \$1,000 or more to Farm Radio International. The dedicated support of these donors has provided a solid base for our work serving farm radio broadcasters and small-scale farmers across Africa over the years.

Margaret Abbott • In memory of Ellen Adams • Doreen Adams • Peter Ajello • Simon Alary • Sylvia Alers • Blaine Allan • Douglas Alton • Heino Altosaar • Julia Amies • Eleanor Anderson • John Anderson • Donna Andrew • Caroline Andrewes • Margaret Andrewes • Philip Andrewes • Sarah Andrewes • Gordon Andrus • Carolyn Anglin • David Armstrong • Janet Ashton • Alan Asselstine • Janet Atkins • Robert Atkinson • Henry Awmack • Edith Bacon • Gertrude Bain • Joan Baker • Eunice Baldwin • Marylee Banyard • Robert Baragar • Janet Barber • F. Barrett • David Barrie • Florence Barwell • Jack Basto • Thomas Bates • Lorna Beairsto • Richard Beattie • David Beatty • Pat Beaujot • M. Joan Beckley • Stephen Beckley • Mary Beech • Hans-Christian Behm • J. Bell • Art Bennett • Nancy Bennett • Ruth Bennett • Wilma Bergstra • Curtis Blundell • Julia Boberg • Ruth Bolt • Suzanne Bond • Hermine Borduas • John Bos • Haye Bosma • James Bouchard • C. Boulton • Hendrik Bouman • Farrell Boyce • Jean Boyd • Gwen Bradley • Renate Bradley • Johanna Brak • Barry Breadner • Helen Brink • Tim Brodhead • Barry Brouwer • Jim & Teny Brouwer • Elizabeth Brown • Robert Brown • Nancy Brown Andison • Donna Bruce • Jean Bruneau • Georgina Brunette • Joseph Bryant • Robert Buck • Neal Buiter • Earl Burke • Margaret Burkhart • Anne Burnett • Hal Burnham • Duncan Bury • John Bury • Frank Butty • Donald Campbell • Gary Canlett • Brendan Carley • Mary & Robert Carley • Robert Carruthers • Adrian Castell • Frank Chalk • Glenn Charlton • Charles Cheshire • Amelia Chik • Fred Chipman • Hilda Clark • Barrie Clayton • Joan Clayton • Ralph Clayton • Cynthia Cohlmeier • Dave Collacutt • Jane Collins • Christine Coltart • Robert Conacher • Joseph Connolly • Mary Conrad • Flora Cook • Carol Corbet • John Core • Betsy Cornwell • Constance Costanzo • Sheila Coulter • Ron Coutts • James Cowley • Isabel Crawford • Linda Crawford • E. Crocker • Keith Crouch • F. Rosemary Curley • Susan Curran • M. Anne Curtis • Lois Dalby • Maureen Dancy • Therese Daoust-Pickett • John Davidson • Alice Davies • Ian Davis • Philip Daykin • Amedeo De Rege • Arthur DeGroot • Doreen Delacherois • D'Arze Dendy • Monique Desaulniers • Adrian Dieleman • Guido Distefano • Donald Dodds • Norma Doherty • Linda Doig • Joan Dormer • Althea Douglas • Althea Douglas • Michael Drainie • Hugh Drew-Brook • Joe Drost • Julian Dumanski • Frances Duncan • Stewart & Evelyn Dunlop • Shane Dunstan • Cori Dustin • Thomas Duyck • Raymond Dyck • John Dyer • Joan Eakin • Eileen Eaton • Elizabeth Eddington • Joan Eddington • Maria Edelman • Barbara Edwardes-Evans • Elisabeth Eldridge • Mark Elliott • Norah Elliott • Betty Ellis • Katie Ellis • Ann Elson • Mack Emiry • Lila Engberg • Geoff English • Vincent Eriksson • John Esling • Duncan Etches • Nancy Fairman • Shirley Farlinger • Anne Farquharson • Margery Fee • Agnes Fehr • Marguerite Feradi • Lois Field • Shirley Filbee • Robert Fitzpatrick • Neil Ford • Dorothy Forsyth • Garry Foster • J.P. (Carol) Foster • Kathleen Francoeur • David Fraser • Ian Fraser • James Freeman • David Frere • William Friend • Helena Friesen • Dulce Fry • Barbara Fulford • Katie Fullerton • Anne Fulton • John Fyles • Romayne Gallagher • Richard Gallop • Maurice Galvin • Isobel Ganton • Ely Garfinkle • Joan Garrod • Gord Gater • William Gatward • Beatrice Gaw • Edith Gear • Stuart Giles • Jane Glasco • Beverly Goodwin • Nancy Gordon • George Gorzynski • Patricia Gouge • Dulce Gould • Robert Graham • Ruth Graham • Catherine Gray • Ken Graydon • Beverley Green • Helen Green • Neva Greig • Jean Grieve • J. Grynock • John Hagen • Margaret Haley • Mryka Hall-Beyer • Karen Hamre • Mary-Ann Haney • Peter Hannam • Mark Hargrave • Aileen Harmon • Norma Harper • Edwin Harris • Pamela Harte • Donald Hatfield • Kenneth Hatt • Joan Hayes • Rosemary Hayhurst-France • Kathryn-Jane Hazel • James Henderson • Roberta Hendry • James Henniger • E. Ann Herring • Norman Hey • Lisa Higham • Kai Hildebrandt • John Hilditch • Virginia Hill • Robert Hinchliffe • Robert Hinchliffe • Richard Hiscocks • John & Pamela Hitchcock • Jon Hitchcock • Megan Hodge • Carolyn Hodych • Robert Howard • John Howell • Mary Howell • Susan Howell • Barbara Howes • Emily Hunsberger • Jim Hunsberger • Margaret Hunter • Paul Hunter • Vivian Hunter • Jacqueline Hyman • Lynn Illingworth • Maureen Irish • Julie Jai • Alice James • Robert James • Corine Janosium • M. Jayne • Kaj Jensen • Kenneth Johns • Alan Johnson • Jack Johnson • Joan Johnson • Harold Jones • Sylvia Jones • Winston Jones • David & Rosi Jory • Shirley Jowsey • Shirley Joy • Karen Kaplan • Lloyd Karges • Linda Kawaguchi • Roy Kendall • Audrey Kenny • Carolyn Kerr • Donald Kerr • Mike Kerrigan • Glenn Kimmitt • K. King • Marilyn & Wally King • Barbara Kingscote-Godkin • Joan Kinniburgh • Douglas Kirkaldy • Joan Kirky • Martin Klein • Kurt Klingbeil • Margaret Knittl • Elizabeth Knowles • Graham Knowles • Marjorie Knutson • Lourens Kodde • Jacques Konig • Henry Koskamp • Peter Koutris • Michael Kozlow • T. Kramer • Martin Kuhn • Michael Laine • Joan Lampel • John Lane • M. Lane • Sam Langman • Betty Larkworthy • R. Larsen • Sheila Lathe • Bruce Laughton • Hubert Lavallee • Geraldine Lawlor • Heather Leighton • John Lewis • Mark Lindman • D. Lobo • Robert Longworth • Shirley Lowe • Eleanor Lucy • Thomas Lumby • Harm Luth • Flora MacDonald • H. MacDonald • Linda MacDonald • Marsha Macdonald • Janet MacInnes • R. Mack • Cortlandt Mackenzie • D Mackey • Robert MacLeod • Ian MacMillan • Alan Macpherson • Ludvig Madsen • Janet Mairs • Monica Malkus • Quintin Maltby • Ruth Mandel • Charles Marful • David Marriott • Florence Martin • Helen Martin • Watt Martin • May Maskow • Stephanie Mason • Louise Mauffette-Leenders • Daphne Maurer • James Maxwell • Elizabeth Mayberry • Winnifred McCleery • A. McCormick • Patricia McCraw • James McCutcheon • Ian McDiarmid • Donald McDonald • Janette McDonald • John McDonald • Mel McDonald • Thomas McDonald • Janet McDougall • J. McGeachy • James McGeer • Margaret McGregor • Hugh McKay • Edward McKinlay • Joan McKinlay • Catherine McLaughlin • Sally McLean • Graham McLeod • Bill McMechan • Helen McMenamin • Alex McMillan • Helen McMullen • Lois McNabb • Yvonne McNair • Noel McNaughton • Lyle McNichol • Frances McQuail • Lewis Melville • Gerald Mendel • Matthew Mendelsohn • Joanne Merrit • Luise Metcalfe • Charles Middleton • Donald Middleton • Mary Jane Miller • Ruth Miller • Dorothy Milne • Beth Milroy • Kathy Miltimore • J.C. Douglas Milton • James Moir • Shirley Moore • Hubert Morgan • Judith Morley • Peter Morris • Gail Morrison • John Morriss • Kenneth Morton • R.B. Mowat • James Moyer • C. Mueller • Mona Mulligan • Brian Mulvihill • Alex Murray • Linda Murray • Dagmar Myhill • Patrick Nagle • Christine Nelson • John Neville • Elizabeth Nickerson • Dick Nieuwland • Margaret Norman • R. Norman • John Northwood • William Notz • Jean O'Grady • Michael O'Keefe • Vicki Olds • Colleen O'Malley • Irene Onuch • Charles & Lore Ormrod • Betty Page • Ruth Palmour • Rita Parsons • Harold Peace • G.C. Pearce • John Pearce • Bert Penzendorfer • Randy Pepper • Kevin Perkins • Roger Peters • Sheila Petersen • Isobel Petrie • Ruth Pincoc • Doug Pittet • Robert Plank • Frances Plaunt • Susan Pond • Nino Porcu • Grant Preston • Ian Pringle • Bob Proper • Helen Purkis • Dave Putt • Marjorie Putt • M Quigley • Judith Quinn • Val Ramsay • Laura Rance • Elizabeth Randell • Naomi Rankin • Isobel Raven • Kenneth Rawling • Andrew Read • George Reed • John Reesor • Joanna Reesor-McDowell • H. Reid • Agnes Remias • Olaf Reynolds • Howard Rice • Josephine N. Rich • Frank Richmond • Teresa Richmond • Ralph Riegler • Mary Ritchie • Pierre Ritchie • Janis Robbins • George Robert • Barbara Robertson • James Robertson • Jim Robertson • Lloyd Robertson • John Robson • Joanne Rodenburg • Daniel Rose • Robert Rottenberg • Christine Roulston • Ross Rowat • Thora Rowe • Frank Russell • John Russell • Mary Russell • Doreen Rutherford • Douglas Rutherford • Nelda Ryan • Chris Sanderson • Deborah Sanderson • J. Sanderson • Stan Sandler • Clyde Sanger • Lorena Saxton • Jocelyn Schaffenburg • Arthur Schickedanz • William Schneider • Joseph Schraven • John Schroeder • Daniel Schwartz • June Scott • William Seath • W. Senay • Paul Sharkey • Barbra Shaw • Margaret Shepherd • James Shute • Martha Shuttleworth • J. Simpson • Janice Simpson • Betty Sims • Judith Skinner • Ronald Skinner • Bill Slavin • Linda & Alan Slavin • Peggy Sloan • David Small • Karen Smart • R. Smith • Robert Snider • Helen Somerville • Amandio Sousa • Don Speir • Dave Spittlehouse • S. Spurgin • Bruce Staal • Colin Stairs • Henry Stanley • Michael Star • Marion Stevens • Jo Stevenson • Eva Stewart-Bindernagel • Rosemary Stiell • Mark Stiles • Nick Stockman • Valana Strandberg • Krysia Strawczynski • Frank Strittmatter • Bill Stunt • Penelope Sturgess • Brian Sullivan • Joan Sutcliffe • Marianne Sutton • Bryan Swainson • Michael Sweet • Ivo Syptak • Frances Tanner • C. Taylor • E. Taylor • Elizabeth Taylor • Elizabeth Taylor • John Taylor • Peter Taylor • Margaret Taylor-Sevier • William Teschke • Diane Tetley • Philip Thatcher • John Thompson • D. Thomson • Anona Thorne • Ralph Thorpe • Jo Tickle • James Till • D. Timbrell • Doris Toepp • Barbara Toivanen • Lee Treilhard • Ronald Trojak • Karen Trolllope-Kumar • Bernard Trotter • Carole Tynan-Chretien • Elbert Van Donkersgoed • Charles Van Duren • Anne Van Egmond • Lorna Van Mossel • G. Vanderwillik • Isabelle Vaughan • Pamela Verduyn • Sally Vernon • Diane Visentin • G. Visentin • Adrian Vos • Thomas Waldo • Imogene Walker • John Walker • Margaret Walker • David Walsh • Maurice Walsh • Harry Walter • Douglas Ward • Peter & Jane Ward • Janet Wardlaw • Helen Watson • Sylvia Watson • Gavin Watt • Robert Watt • Derek Watts • William Waymouth • Belva Webb • Melvin Webber • Wesley Weber • Gillian Webster • Sylvia Wees • J. Weir • Jennifer Welsh • Douglas Welwood • J. Westcott • J. Whatmough • Brian Wheatley • Bette Wheeler • Allyn White • Gordon White • Vivian White • Hugh Whiteley • William Whitla • Gilbert Whittamore • Margaret Whyte • Orlando Wiebe • George Wiens • Dan Williams • Robert Williams • Alexandra Wilson • Bill Wilson • Elizabeth Wilson • John Wilson • Alfred Wirth • Douglas Wismer • D. Withington • George & Odeyne Wodskou • Leib Wolofsky • Janet & Dennis Woodford • John Woodworth • Richard Woolger • Joanne Young • Judith Young • Margery Young • William Young • Karen Yukich • Anglican Church of the Incarnation • Anne Henderson through the Victoria Foundation • Bax Investments Ltd. • Canadian Pork Council • CanFund • CL Copland Family Foundation • Concertmasters Inc. • Deemcque Investment Ltd. • Emmanuel United Church • Felician Sisters • Freyvogel • Harambee Farms • Janet & Herb Tanzer Charitable Fund at the Toronto Community Foundation • Laura Tiberti Foundation • Les Charit es des Soeurs du Sauveur Inc. • Marshamite Ltd. • McGeachy Charitable Foundation • Nancy's Very Own Foundation • Oegema Turkey Farms Inc. • Rosa Flora Ltd. • Santa-Barbara Family Foundation • School Sisters of Notre Dame • Sisters of Charity of the Immaculate Conception • Sisters of Providence of St. Vincent de Paul • Sisters of St. Joseph of Peterborough • Sisters of St. Joseph of Hamilton • St. Catherine's Anglican Church • St. Luke Anglican Church Women – Palermo Church • Stepham Acres • Stephen Ross & Mary O'Riordan Family Foundation • Valleybrook Gardens • Vamplex Farms • Wallenstein Feed & Supply Ltd. • White Star Foundation

REPORT FROM THE CHAIR OF THE BOARD OF DIRECTORS

The board of directors oversees management and operations to ensure that Farm Radio International advances its mission of supporting broadcasters to strengthen small-scale farming as efficiently, economically and effectively as possible.

On a yearly basis, we:

- Review strategic intentions, and approve a detailed plan and budget for the coming year;
- Review the achievement of the past year's plan;
- Support the executive director and evaluate his performance; and
- Ensure that we have appropriate board-level policies to focus and expedite Farm Radio International's work.

In addition, all directors serve on either our program committee or our fundraising and public engagement committee.

Specific board initiatives in 2012-13 included:

- Filing required documentation under new federal not-for-profit legislation to modernize Farm Radio International's corporate governance, and revising our general bylaw to conform with the new act;
- Consolidating a set of board-level policies that harmonize with the new bylaw and that provide comprehensive guidance on a range of strategic and governance matters;
- Approving a plan for a legacy fundraising initiative; and
- Approving a plan to recruit at least one Africa-based director, from either the radio or the small-scale farming sector.

We thank our donors, Executive Director Kevin Perkins, and our dedicated staff in Africa and Canada for a year of exceptional achievements.



Doug Ward, Chair of the Board of Directors

BOARD OF DIRECTORS 2012-13

Doug Ward (President and Chair)

Retired radio producer, station manager and vice-president, Canadian Broadcasting Corporation (CBC)

Nancy Brown Andison (Treasurer)

Retired executive, IBM Canada Ltd.

Beth Haddon

Journalist and former broadcast executive

Bernard Pelletier

Lecturer and Research Associate, McGill University

Anthony Anyia

Adjunct Professor, Faculty of Agriculture, University of Alberta, and Business Unit Manager, Bioresource Technologies, Alberta Innovates-Technology Futures

Bill Stunt

Director, Production Systems Implementation, Media Operations and Technology, CBC

John van Mossel

Senior Consultant, ICF-Marbek, Ottawa

Jacqueline Toupin

Media and communications professional

Heather E. Hudson

Professor, Institute of Social and Economic Research, University of Alaska Anchorage

Graham McLeod

Partner, Blake, Cassels & Graydon LLP

David Okidi

Journalist and former Station Manager of Uganda's Mega FM, Manager of the Business for Peace Project with International Alert, Director/Proprietor of ABS FM

Charles Marful

Director, Human Resources Assurance Practice, Ernst & Young LLP

Sarah Andrewes

Vice-President, Hill+Knowlton Strategies

John Morriss

Associate Publisher and Editorial Director, Farm Business Communications

Glenn B. Powell

Freelance writer and communications consultant, and retired CBC farm broadcaster

Kevin Perkins

Secretary and Executive Director

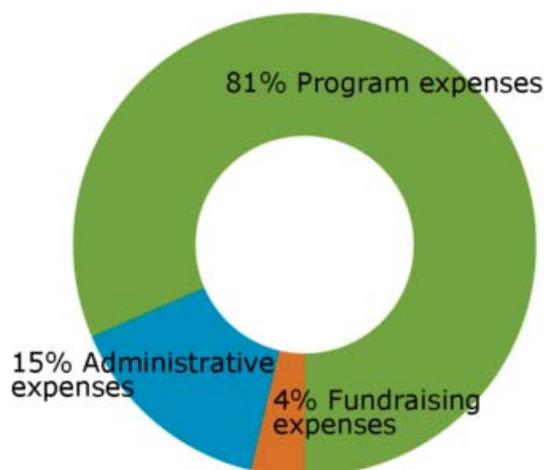
REPORT ON FINANCES

Over the 2012-13 fiscal year, Farm Radio International managed the resources entrusted to us by our donors to deliver invaluable services to African broadcasters and small-scale farmers, with impressive, measurable results.

Statement of revenues and expenditures for the year ending March 31, 2013

	2013	2012
Revenues		
Donations		
<i>Individuals and groups</i>	300,204	278,419
<i>Foundations</i>	18,489	26,532
<i>African Farm Radio Research Initiative</i>	1,120,764	1,127,472
Canadian International Development Agency	216,571	133,337
Project grants	1,249,241	590,033
Investment	892	1,464
Miscellaneous	8,209	2,818
	<u>2,914,370</u>	<u>2,160,075</u>
Expenditures		
Program expenses	2,359,220	1,724,921
Administrative expenses	426,577	324,953
Fundraising	107,312	103,343
Total expenses	<u>2,893,109</u>	<u>2,153,217</u>
Net revenue	<u>21,261</u>	<u>6,858</u>

2012-13 EXPENSES SUMMARY



Beginning next year, we are moving from printed to electronic annual reports in an effort to reduce financial and environmental costs. We encourage all of our friends and supporters to visit www.farmradio.org to access online versions of our annual reports, rich in multimedia content.

If you would prefer to continue receiving a printed version, please call 1-888-773-7717 (toll-free) or email info@farmradio.org to request a copy. Thank you.

Statement of net assets as of March 31, 2013

	2013	2012
Assets		
Current assets		
<i>Cash equivalents</i>	1,045,947	364,747
<i>Receivables</i>	187,434	42,620
<i>Advances to host field offices</i>	157,578	—
<i>Prepaid and deposits</i>	2,199	1,302
	<u>1,393,158</u>	<u>408,669</u>
Capital assets	12,037	—
Gift receivable	24,798	23,451
	<u>1,429,993</u>	<u>432,120</u>
Liabilities		
Current liabilities		
<i>Accounts payable and accrued liabilities</i>	42,992	133,712
Deferred contributions	1,206,694	139,362
	<u>1,249,686</u>	<u>273,074</u>
Net assets		
Net assets consist of:		
<i>Unrestricted</i>	168,270	159,046
<i>Invested in capital assets</i>	12,037	—
	<u>1,429,993</u>	<u>432,120</u>

An audit of our year-end financial statements was conducted by Deloitte LLP in Ottawa, in accordance with Canadian standards.

The statements reveal a year of significant growth in revenue and activity for Farm Radio International. The total revenues for the year exceeded \$2.9 million, up from \$2.16 million in the previous year — growth of 35%. Program expenditures rose from about \$1.75 million over 2011-12 to \$2.36 million in 2012-13 — growth of 37%. We had unrestricted net assets of \$168,270 at the end of March 2013.

NEW PROJECTS

It was an exciting year for Farm Radio International, with many new projects launched. In fact, of the 29 project grants we applied for, we were awarded 18! That's a success rate of 62 per cent! Here are just some of the many new projects underway. To view all current projects, please see www.farmradio.org/projects.

Promoting orange-fleshed sweet potato (OFSP) for nutrition

For young children and pregnant and nursing women living in low-income countries, vitamin A deficiency (VAD) can be a matter of life and death. Fortunately, it can be prevented with small changes to the food that mothers and their children eat. Packed with beta-carotene, an important source of vitamin A, a single serving of orange-fleshed sweet potato (OFSP) per day is enough to stave off VAD. That is why we launched two new projects this year aimed at promoting this alternative to regular sweet potatoes.

The first, funded by the Bill & Melinda Gates Foundation, uses Participatory Radio Campaigns (PRCs) and supporting technologies to scale up the production and consumption of OFSP in Tanzania, Uganda, Ghana, Mali and Burkina Faso, adding it to at least 500,000 rural households' diets over 36 months. The second, funded through HarvestPlus, uses radio drama to promote OFSP in Uganda. The 30-episode series, *My Children*, will be broadcast in six languages on ten partner radio stations across the country. Listeners will have the chance to interact with broadcasters and discuss the series live on air through their mobile phones.

Radio for farmer value chain development

Food security remains a serious challenge in sub-Saharan Africa. Small-scale farmers are among the most vulnerable to hunger, despite the fact they typically produce 70 per cent or more of the food supply. Many factors contribute to this problem, but foremost among them is lack of knowledge and understanding of the value chain(s) they participate in. By choosing the right planting materials, harvesting at the right time, processing and storing produce carefully and knowing how to negotiate with buyers, small-scale farmers can cultivate more food for their families and generate more income from the produce they sell.

This project, funded by Foreign Affairs, Trade and Development Canada, aims to increase the food and financial security of one million small-scale farmers in sub-Saharan Africa. We will use radio to help farmers gain more value from small livestock in Ghana and Mali, from legumes in Ghana, Mali and Malawi and from cassava in Tanzania. We are working with farmers, radio stations and other partners to carefully research, plan, produce and broadcast one or two PRCs per country, each focused on a specific value chain.

Demand-driven Participatory Radio Campaigns (PRCs)

More than ever, farmers, and particularly female farmers, need access to relevant agricultural information to help them meet their families' and communities' need for food and good nutrition. Although an increasing number of female farmers have access to radio and mobile phones, it is still difficult for them to access the knowledge and identify the opportunities they need to produce more and better food. Radio provides a space where men and women can interact and address these challenges together.

This new project, made possible through a grant from Irish Aid, actively engages women farmers, encouraging them to express their needs for information about nutrition and climate-smart agriculture, and linking them with relevant research, inputs, services and markets. Through interactive PRCs in Ethiopia, Tanzania, Malawi and Uganda, male and female farmers can access information, evaluate it, pose questions and listen to other farmers' experiences. Farmers are encouraged to make an informed decision to try a new technique — and are then supported to implement that decision through timely and accurate information.

Introducing more nutritious maize in Ethiopia

Maize, which you may know as corn, is the third most important cereal crop for direct consumption (after rice and wheat), and is one of the most popular staple crops in Ethiopia. Yet conventional maize alone doesn't include all nutrients needed for a healthy diet.

In fact, the International Maize and Wheat Improvement Center (CIMMYT) reports that, when household diets depend on maize and lack variety, childhood growth is often stunted and malnutrition is persistent.

To address this problem, CIMMYT used conventional crop improvement methods to develop maize that offers a complete protein to the children and livestock that eat it. Called "quality protein maize" (QPM), this non-transgenic, biofortified cereal has been proven to reduce problems of stunted growth and malnutrition among children.

With funding from the Government of Canada, CIMMYT is implementing a major five-year initiative in Ethiopia designed to help maize farmers learn about and produce this high-protein food crop to enrich their household diets. Farm Radio International is contributing to the success of this project by working with Ethiopian radio stations to develop programs in maize-growing regions about nutrition, the benefits of a diversified diet and the option of growing QPM.



Climate change: Helping farmers adapt

Climate change is a growing challenge for Africa's farmers, who are especially vulnerable to its impacts. It can mean unexpected flooding or drought, and seasons that don't start and stop when they used to. However, radio can give farmers the information and tools they need to adapt and become more resilient in the face of a shifting climate. To help small-scale farmers deal with this pressing issue, we are working on two projects in northern Ghana, the region of the country that is both the most poverty stricken and the most prone to adverse weather conditions.

The first project, made possible through the support of Foreign Affairs, Trade and Development Canada, helps farmers gain access to climate change information, encourages climate-smart agriculture to increase productivity and aims to reduce the impact that climate change has on women's livelihoods. The second project, funded by GIZ, uses participatory radio programming in two local languages to broadcast information about climate change adaptation. It also integrates technologies like text messages and interactive voice response to complement the impact of the radio broadcasts.

Integrated mental health in Malawi

Adolescent depression is a significant issue around the world, and Africa is no exception.

Through this new project, made possible with a grant from Grand Challenges Canada, we are applying our expertise in agriculture and food security to the field of mental health. In collaboration with a number of mental health experts, we are developing a youth-driven radio campaign in Malawi to raise awareness about depression as an illness, reduce stigma and improve the health-seeking practices of youth who may be suffering from mental illness.

The mental health radio series incorporates a mini-drama for teenagers into a broader show that uses a variety of formats and entertainment features. *Nkhawa Njee — Yonse Bo* (Chichewa for *Depression Free, Life is Cool*) draws on new mobile technologies to enhance the ability of youth to develop content and give ongoing feedback.

Strengthening staple crop production in Ethiopia

Teff is a staple grain in Ethiopia, and one that is rich in essential amino acids, complex carbohydrates and minerals such as iron, calcium, phosphorus, copper, aluminum and barium. The grain is attractive to farmers because it is a key ingredient in injera (bread), a mainstay in the Ethiopian diet. Teff has high market value, and is resistant to pests and adaptable to drought.

Despite the great significance of the grain to Ethiopians, the crop's average yield has remained low. In the last year, with funding from the Bill & Melinda Gates Foundation, we implemented Participatory Radio Campaigns (PRCs) in Amhara, Oromia, Tigray and the Southern Nations, Nationalities and Peoples' Region to help farmers learn about and adopt new teff-cultivation practices — such as reducing seeding rates — that will result in much higher yields without the need for expensive inputs. With training and facilitation support from Farm Radio International, radio stations worked closely with farmers and farmer organizations, agricultural extension and advisory services, researchers and others to carefully plan and deliver multi-month radio campaigns. These PRCs were effective in raising awareness and knowledge about improved teff-planting technologies and driving the adoption of these practices.

Linking Ghanaian farmers to a lucrative new market: The WFP

The Purchase for Progress (P4P) program provides surplus-producing small-scale African farmers with the opportunity to sell a portion of their harvests to the World Food Programme (WFP) for its relief, school feeding, and safety net programs.

Through this innovative program, Ghanaian farmers can access a new market for their crops while at the same time providing valuable food reserves for distribution by WFP in times of need. It also marks an exciting shift for WFP, which previously sourced all food from North America and Europe.

Farm Radio International is developing farmer-led participatory radio programs that educate farmers on how to meet the quality standards and quantity levels required by the P4P program. Through these programs, 200,000 small-scale farmers will learn how to sell surpluses to WFP and other interested buyers in the Ashanti region of Ghana.



FARM RADIO INTERNATIONAL

1404 Scott Street, Ottawa, Ontario, Canada K1Y 4M8

Tel: 613-761-3650 / Fax: 613-798-0990 / toll-free: 1-888-773-7717

Email: info@farmradio.org / www.farmradio.org

Charitable Registration Number (BN): 11888 4808 RR0001

Please note: Beginning next year, we are moving from printed to electronic annual reports in an effort to reduce financial and environmental costs. We encourage all of our friends and supporters to visit www.farmradio.org to access online versions of our annual reports, rich in multimedia content.

If you would prefer to continue receiving a printed version, please call 1-888-773-7717 or email info@farmradio.org to request a copy. Thank you.