

Welcome to *Tuning In!*

Thanks to all who voted to help rename our newsletter. We are pleased to unleash the first edition of *Tuning In*, the clear favourite.

Radio Boda-boda goes the extra mile to serve farmers

Farm radio shows travel hundreds of kilometers from the recording studios of our partner stations to the homes and fields of small-scale farmers. These broadcasts spread important farming information to some of the most remote areas of Africa, but geographic barriers sometimes get in the way.

For example, until recently, there was no radio access in Engare Nairobi, Tanzania, with Mount Kilimanjaro blocking signals from reaching people's homes. While we could not move the highest mountain in Africa to help the farmers in this village tune in, we found a way to bring radio programs to them.

Working with broadcasting partner Sauti ya Injili, our team at The Hangar Radio & ICT Innovation Lab launched Radio Boda-boda. Once a month, we hire a motorcycle taxi — or "boda-boda" — to travel 85 kilometers from Sauti ya Injili's studio in Moshi to Engare Nairobi to deliver secure digital (SD) memory cards containing up to four pre-recorded episodes of farm radio programs.



Tanzanian farmers listen to a wind-up, solar-powered radio with an SD memory card

Engare Nairobi's farmers now gather each month in the village office to listen to the broadcasts on wind-up, solar-powered radios provided by FRI. Listening group members are also able to use the radios to record their questions and feedback for Sauti ya Injili.

Tumaini Masahi, 47, a farmer and mother of two, is the village chairperson. She knows her neighbours have gained valuable information from this program. "It has helped us understand the importance of sharing agricultural information with other farmers from nearby villages," she said.



Thank a farmer this Thanksgiving!

All around the world, farmers feed and sustain us. This Thanksgiving, share your message of thanks and help Farm Radio International at the same time.

Call 1-888-504-3663 by Thanksgiving Day to share your personal message of thanks for farmers and a generous anonymous supporter will donate \$20 to fund our work. Do so by October 8th and your message could be aired on the radio in Canada through myFM, and in Africa through our partner stations. Learn more at www.farmradio.org/thanks/.

Beep4Weather: Forecasts on demand

So much of farming depends on the weather — too hot and crops wither, too little rain and soil dries up. Here in Canada, farmers rely on regular weather reports to plant, water and harvest at the right time. However, this information is unavailable in many places in Africa.

So, we're bringing weekly weather reports to African small-scale farmers through a new service called Beep4Weather — another development from The Hangar Radio & ICT Innovation Lab.

Like our beep-to-vote system, farmers call a designated number and promptly hang up so that the call is free. An automatic interactive voice response system then calls the farmer back and plays the weather forecast for his or her location, along with related farming advice.

Leonard Kinyamagoha is one of many farmers who has found Beep4Weather helpful. "Helen Madege mentioned the phone number on her program *Kilimo ni Utaqfiti* [Swahili for *Farming is Research*] and I 'flashed' it. It called me back, at no charge, and [told] me what weather to expect in this region. When it [said] to expect heavy rain, I [knew] to plant my long-term maize."



Leonard Kinyamagoha, a farmer in the Kilimanjaro Region of Tanzania who used the Beep4Weather service

Looking back at a year of Her Farm Radio



Women farmers at work in the town of Bolgatanga in northern Ghana

Women farmers in Africa face a range of unique challenges, from cultural norms that limit land ownership to the triple burden they carry in balancing responsibilities at home, in the community and on the farm. Unfortunately, although they do the bulk of the agricultural work and stand to benefit greatly from radio, they are not always able to tune in or find programs that are relevant to them.

We launched the Her Farm Radio initiative last summer to make farm radio programming more accessible and useful to women farmers. Her Farm Radio projects have increased female listenership and participation through developments such as women-only listening groups and call-in lines, as well as radio programs that pay particular attention to women's needs, experiences and stories.

After just one year, seven Her Farm Radio projects have reached an estimated two million women in Africa — with impressive results. In our CHANGE project in northern Ghana, for example, nearly 40 per cent of female listeners reported trying the climate-smart practices they heard about on the radio. Learn more about this and other Her Farm Radio projects in this special report: <http://bit.ly/HerFarmRadioUpdate>.

Celebrating 300 issues of *Farm Radio Weekly*!

We published the 300th *Farm Radio Weekly* on International Youth Day (August 12th). Read this special edition, focused on the theme of "Young people make the future bright," at <http://bit.ly/FRW300>.



Meet Ugandan broadcaster Sarah Adongo

When Sarah Adongo approaches Omwonya village in Uganda by car, splashing through potholes, dozens of farmers are gathered in welcome. When they spot her, the women dance and the men applaud.

Sarah is the host of *Lobo pa Lupur*, or *A farmer's world*. The 36-year-old broadcaster presents the show on Gulu's Mega FM in the local language, Luo, every weekday afternoon. Mondays are devoted to livestock, poultry and fish farming. On Tuesdays,

Thursdays and Fridays, the program is dedicated to crop production. Wednesdays are all about agribusiness.

Sarah grew up in a farming family and recognizes the need to tell farmers' stories. She says, "I have an obligation to keep small-scale farmers informed and updated with relevant and reliable information. Many Ugandan farmers cannot access newspapers or watch television, so they rely on the radio." The eldest of eight children, she learned from a young age how to use a hoe and tend the family's cotton. As she got older, cotton prices dropped and her family switched to crops such as groundnuts (peanuts), sunflower, sesame and cassava. Through farming, Sarah was the first member of her family to finish secondary school and, ultimately, graduate from university.

"Agriculture is where I'm from; it's part of me and it's what has made me and my siblings the people we are today. Sincerely, if it was not because of agriculture, I would not have studied, because my parents had no salaried jobs."

At Mega FM since 2004, Sarah has become one of the most popular radio hosts in northern Uganda. "Radio has a multiplier effect," says Sarah. "When farmers hear success stories they begin to try new methods. I want all of my listeners to be successful farmers."

Farm Radio Resource Pack 99: Cassava — The post-harvest value chain

Cassava has long been considered a subsistence crop, with hundreds of thousands of African farmers growing it mostly for household use. However, cassava's versatility is leading to renewed interest in the crop as a source of income and farmers are increasingly growing and processing it for sale, after household needs are met.

Cassava can be eaten fresh or made into flour that can be added to wheat for bread, boiled as porridge and used as the base for biscuits and crackers. Cassava is also making its way into many other foods, as well as products such as adhesives, pharmaceuticals, gum and beer. Our 99th pack focuses on how to maintain quality and reduce loss after cassava is harvested, with an emphasis on processing and marketing.

Many thanks to Foreign Affairs, Trade and Development Canada and our Canadian donors for supporting the production of this Farm Radio Resource Pack.



A Tanzanian farmer harvesting cassava



Shirley and Jim Lowe at the African Harvest fundraiser in Ottawa, May 2014

Donor and volunteer profile: Jim and Shirley Lowe

Jim and Shirley Lowe have been FRI supporters for over 20 years. For the past six, they have volunteered to help run Africa Rocks! — a curling bonspiel fundraiser that will be taking place again this year in Ottawa on October 25th.

Having both grown up on family farms in Manitoba (Jim in Austin and Shirley in MacGregor), they appreciate the importance of farmers and were naturally drawn to FRI's work.

"It seemed so practical — a 'no brainer' as they say. We grew up listening to noon-hour Canadian farm radio broadcasts with our parents and recognized the benefits. We weren't surprised to learn that radio could help farmers in developing countries, too."

Jim and Shirley are continually impressed by FRI's "big bang for the buck," ability to reach those who need it most — whether male or female — and measurable results.

They are big believers in self-sufficiency, both for individual farmers and Africa more generally. The Lowes' vision for the future of farming in Africa has sustainable and self-reliant family and small-scale farms forming the backbone of agriculture — a vision that we share at FRI.

We've earned Charity Intelligence Canada's highest rating!



We know that our work makes a real difference in the lives of struggling farmers across Africa and that every dollar we receive goes a long way because of the power of radio.

In July we received a strong endorsement for what we do and how we do it from an independent third party. Charity Intelligence Canada gave us their highest rating of four stars — putting us in the top 15 per cent of all charities reviewed! This stamp of approval identifies us as a leader in transparency and accountability, funding need and operational efficiency, letting supporters like you know that your donations are being put to good use.



Supporting broadcasters in developing countries to strengthen small-scale farming and rural communities.

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