



Farm Radio

Sharing Knowledge – Giving Voice

Agricultural Development in Africa: Its About Seeds and Fertilizer, Right?



It's Also About Sharing Knowledge and Giving Voice



Fifty Years Ago, George Atkins Understood This



George A. Atkins

George was a hero to Canadian farmers because ...



“Serving agriculture, the basic industry, this is George Atkins.”

George's Fateful Bus Ride In Zambia



In Africa, Farm Radio wasn't serving

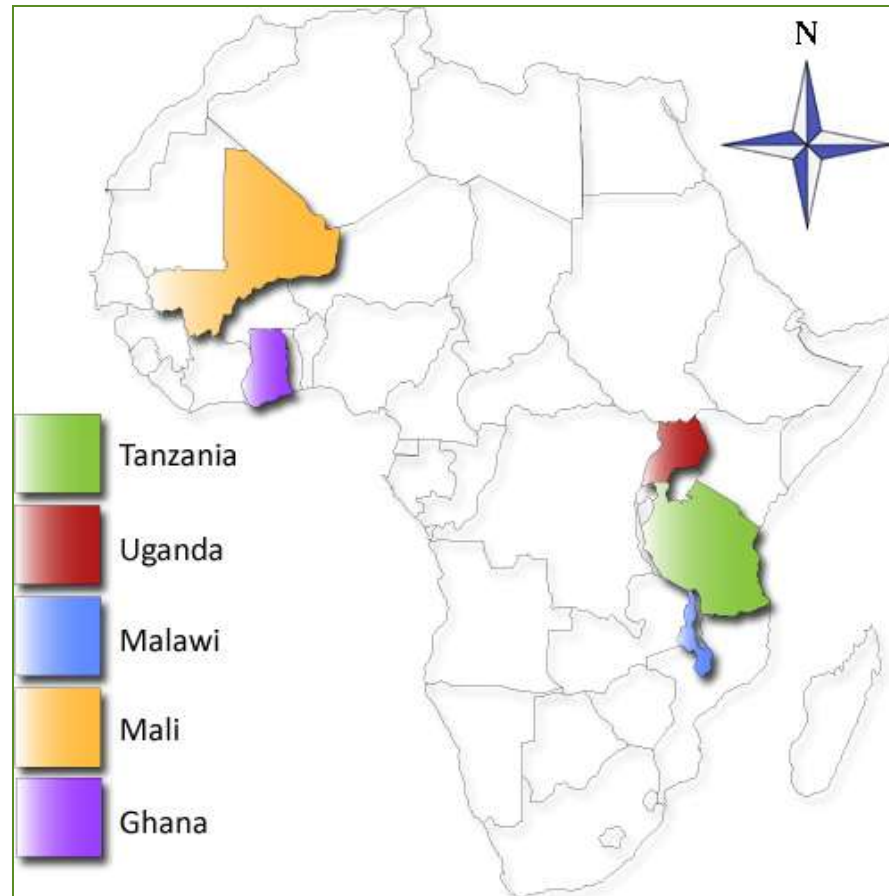


ordinary
farmers!

Farm Radio International SERVICES



The African Farm Radio Research Initiative



Malawi, Uganda, Tanzania, Mali, Ghana

25 radio stations (5/country)

Reaching 39 million farmers

Farm radio in Africa: measuring the impact



Active Listening Communities
(ALC)



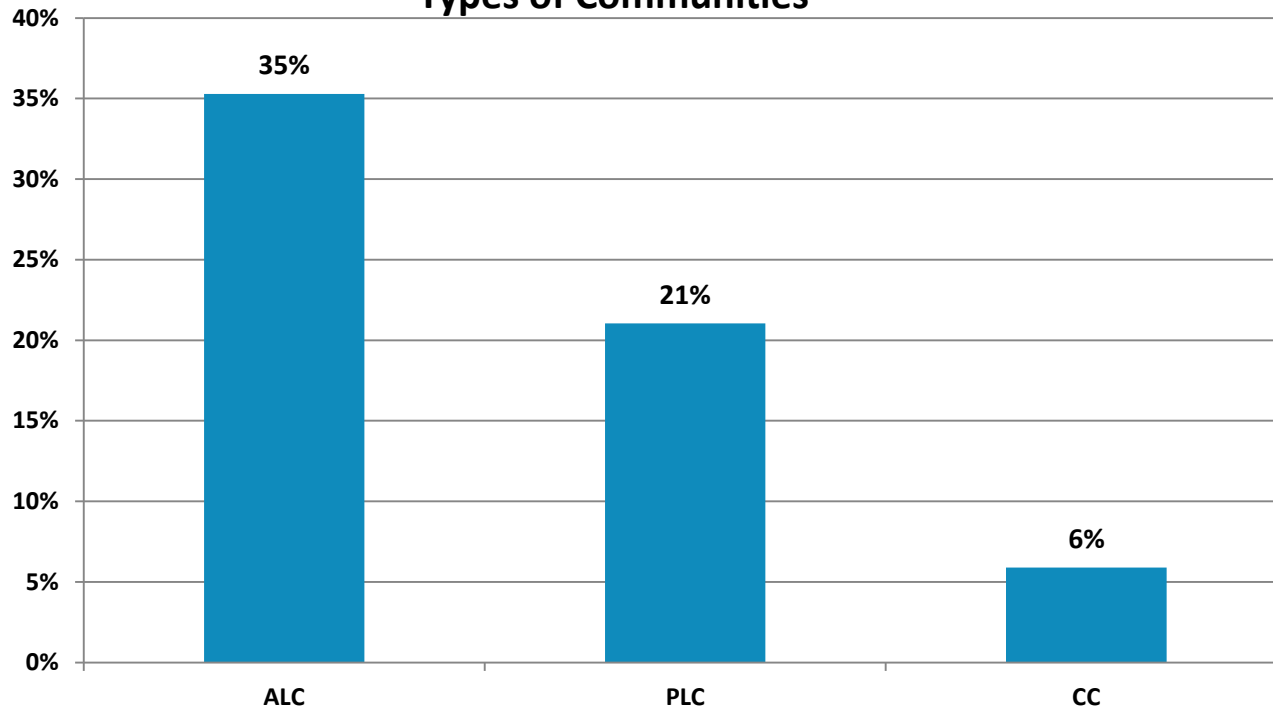
Passive Listening Communities
(PLC)



Non-listening “control”
communities
(CC)

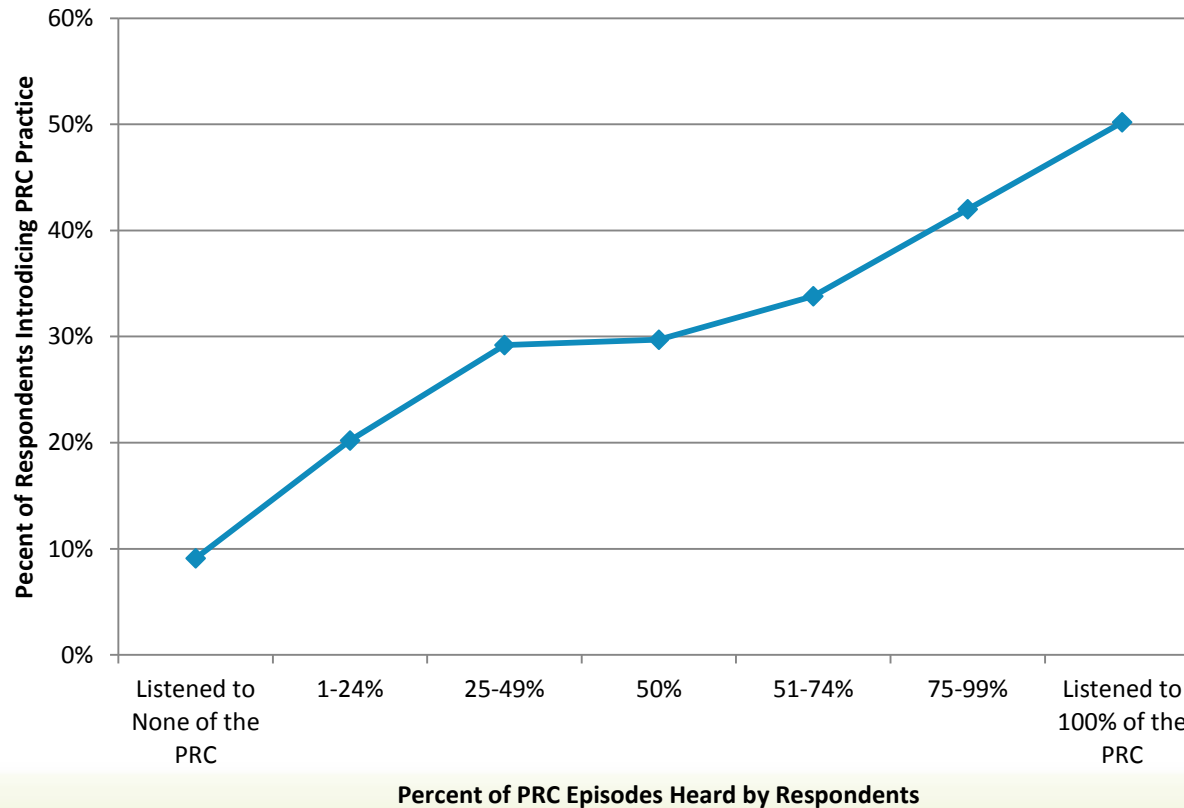
Farmers' knowledge increased

Respondents Scoring Above 80% on Knowledge Quiz in 3 Types of Communities



Farm radio in Africa – what difference does it make to farmers' practices?

**Relationship Between Frequency of Listening to PRCs
and % of Respondents Introducing New Practice**



Farm radio in Africa – how does it change other extension services?

“The radio campaign encouraged demand-driven extension services. Even farmers that never attended an extension meeting know about the improvement due to the radio program. They then ask the extension worker for further advice.”

- Annie Kalimwai, Ministry of Agriculture and Food Security, Malawi

What about the cell phone and Internet? Does Radio Still Matter?

More than ever!



THANK YOU

Kevin Perkins



1-613-761-3658

kperkins@farmradio.org

www.farmradio.org