



LORNA YOUNG FOUNDATION



PROSPECTUS

| for Lorna Young Foundation's 'Open Source' Farmer Radio



WORK WITH US

**TO EMPOWER
SMALLHOLDER
PRODUCERS AND TO
LEVERAGE IMPACT AT
SCALE THROUGHOUT
SUPPLY CHAINS. BE
PART OF A GROUND-
BREAKING APPROACH
USING OPEN SOURCE
FARMER RADIO,
SUCCESSFULLY
ADDRESSING
FUNDAMENTAL
CHALLENGES THAT
AFFECT SUSTAINABILITY
AND LIVELIHOODS.**

Having reached over 6 million people across Africa with our Farmer Radio projects we have extensive experience of the issues affecting small farmers and stakeholders along supply chains. We know that Farmer Radio works: providing fast and efficient information and developing a two-way dialogue with farmers. It offers proven potential to improve livelihoods and sustainability at a huge scale. We plan to grow impact through an open source approach: making our methodology, materials and expertise freely available and accessible, anywhere it can make a positive change for smallholders and supply chains. We now want to work with partners, sponsors and specialists - leveraging resources, networks and capabilities, to maximise results at a scale far greater than we could achieve alone.



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Jasmin is 27 years old and the energetic radio presenter for the LYF Farmer Radio programme broadcast to 1 million listeners on Wednesdays and Saturdays on Radio Graben in North Kivu, Democratic Republic of Congo (DRC);

“I’ve worked as a radio journalist for 6 years. I joined the Lorna Young Foundation DRC cocoa project with Initiative de Développement pour l’Agroforesterie Durable (IDAD) because I wanted to enlarge my horizons, and this was my way of contributing to the communities in my region. What I really like about this project is that it reaches out to women. It gives women the opportunity to contribute to the family income and also develop themselves through cocoa as a cash crop. Women in the Congo and especially in Beni face huge difficulties, they have confidence issues, often they feel they do not have a voice. Traditionally people thought that women could only grow certain types of crop and lots of the cash crops were left to the men. This project helps them find themselves and perhaps helps them find a place in society. We also want to encourage these women, as mothers, to participate in the protection of the environment, to sensitise them and their children about the forest, to help them send their children to school.”

CLIMATE CHANGE, LIVELIHOODS AND SUSTAINABILITY CHALLENGES

Smallholders and farming communities in many parts of the world are under huge pressure. Sustained intensive cultivation, climate change, changing weather patterns and poor agricultural practices have resulted in deforestation, worsening environmental conditions, degraded land and declining agricultural productivity. Socially and economically, farming is not seen as a viable livelihood and many young people are moving to cities in search of employment. The farming workforce is becoming increasingly elderly and the remaining farmers are unable to invest in or manage, their crops. Livelihood conditions are worsening and elderly farmers experience poverty, poor nutrition and ill health. Many smallholder farmers have neither the information nor inputs to invest in their farming, improve their agricultural productivity or improve their livelihoods. Farmers need access to information, now. They need information on managing the effects of climate change and on better land management. They need training on improving soil fertility and improved crop quality and yield. They need easier access to agricultural inputs to improve quality and prevent disease. They need this now.



CURRENT MARKET SOLUTIONS

In some parts of the world, agricultural extension workers support smallholder farmers. They provide services such as information on crop maintenance, rotation and diversification, advice on how to mitigate the effects of climate change and material inputs like seedlings and fertiliser. Rural extension workers are often supported by farmer schools, helping to train farmers in best practice. However, they often have no access to agricultural research which could provide the most appropriate information and advice on local conditions and they are often poorly paid, insufficient in number, covering huge areas and unable to cope with demand. Trade body groups have also been established, yet these usually only help wealthier farmers running estates as opposed to subsistence/smallholder farmers.

WHY FARMER RADIO?

Farmer Radio is simple in concept. Broadcast radio is one of the most widespread, affordable and accessible technologies available in all developing countries. It is fast and efficient, allowing farmers to access information at scale. It can deliver knowledge for audiences in a range of languages, and is effective in reaching female farmers in particular. Combined with SMS (text messaging services), as well as farmer listening groups and local multi-stakeholder groups, Farmer Radio delivers up to date and relevant information, advice and real-time updates on issues affecting crops and livelihoods. Put simply, Farmer Radio empowers farmers. It creates a mechanism to develop a two-way dialogue with smallholders in rural farming communities and provides them with the information, advice and support they need to invest in their farming. Farmer Radio works best when it is used alongside other outreach activities, complementing and enabling other agricultural interventions.

In the geographical areas we have worked in to date, we have seen that Farmer Radio has contributed to:

- Measured improvements in crop quality and yield;
- Improved farming methods and land management practices;
- Provision of key market information - guiding farmers' investment and selling decisions;
- Improved food security and nutrition;
- Increased demand for knowledge and learning;
- Empowerment of people at grassroots level to provide local solutions to their agricultural challenges;
- Improved business skills and other income-generating activities;
- Improved awareness of social issues;
- Increased involvement of women and young people in farmer co-operative issues and leadership;
- Restored pride to rural communities and recognition that farming is a valued and worthwhile profession;
- Greater involvement of farmers within the supply chain.



THE CASE FOR OPEN SOURCE FARMER RADIO

We believe that an Open Source approach, offering our Farmer Radio methodology and lessons learnt to all, will leverage resources, networks and capability from other organisations and partners. Opening up opportunities for productive partnerships and investment will create greater impact and reach than we could ever achieve through continuing to run individual Farmer Radio projects ourselves, on a project by project basis. In short, we want to make our Farmer Radio freely available and accessible anywhere that it can make a positive difference for smallholder farmer communities.

Over the last 20 years, the world has seen how the Open Source approach has enabled enormous international developmental strides in technology and accompanying benefits. Linux and Mozilla Firefox, for example, have provided source code that has helped develop the operating system for Android phones and the free Web browser, extending reach far beyond the capability of any one company. It is precisely this seismic impact and approach that we want to replicate - improving the livelihoods and sustainability of smallholders at massive scale, through the development and widespread application of our own Farmer Radio model. This is why we are offering our Farmer Radio methodology, lessons learnt and a 'toolbox' consisting of a website, podcasts, training materials and remote set up support to all; on a worldwide, royalty free, non-exclusive basis.

To ensure that Open Source Farmer Radio is developed and used as intended, we will need to properly manage its distribution and use. Farmer Radio should clearly be visible as an activity; recognised and referenced.



“The programme has created a dialogue/ discussion about cocoa growing and has made it more accessible to women. They understand that they can also play a role in cocoa cultivation and that they can even grow and market it on their own.”

James Paluku Telemuka, Action pour le Developpement et la Protection de l'Environnement (ADEP) coordinator

WHAT IS LORNA YOUNG FOUNDATION'S FARMER OPEN SOURCE RADIO PACKAGE?

It is a simple but incredibly effective concept and goes far beyond just hosting a radio show aimed at farmers. We combine radio shows, SMS (farmers texting in questions), internet (where available), farmer listening groups and multi-stakeholder expert panels. This bespoke grassroots method opens dialogue within farming communities and between buyers and farmers, helping to empower local communities. Content is steered by the farmers through their radio listening groups and consultation, and includes a broad range of wider social issues directly relevant to smallholders. It creates a responsive and impactful service for farmers, answering their very specific training needs and increasing local expertise, without having to fly in experts from other regions.

Lebi Gabriel from Rungwe Smallholder Tea Growers' Association in Tanzania (RSTGA) says,
"The programmes can be used as a way to promote the work of the co-operative and strengthen the relationship between RSTGA and farmers."

Our Open Source Farmer Radio package provides all prospective partners with advice on how to set up and deliver Farmer Radio. It provides them with step by step guides and resources including training materials, website, podcasts and topic resources. The key elements of Open Source Farmer Radio are:

- **Multi-stakeholder Panels:** The creation of a local panel of stakeholders such as processors, buyers, agricultural extension staff and development specialists in the supply chain to generate information for radio show content, that embraces the key issues affecting smallholders' livelihoods.
- **Use Of A Range Of Technologies:** SMS (texting) & internet: allowing smallholders to ask questions through SMS text messaging and to access programmes and podcasts online (with language translation).
- **Specialised Content:** Agricultural extension staff are supported to develop their radio experience. They deliver the radio shows that cover the content requested by farmers i.e. to date this has included: the agricultural calendar (cropping, fertilising, harvesting); markets (price, quality, volume, disease); certification requirements (social & environmental standards, agricultural practice); and climate change (food security, droughts, weather, diversification, sustainable agricultural practices).
- **Smallholder Voice - Farmer Listening Groups:** Groups of farmers feed back their responses on that week's radio content via SMS or interviews, thus ensuring their key concerns and further questions are addressed. These groups give smallholders an opportunity to engage more effectively with other farmers, as well as with agricultural extension services, development organisations and the buyers of their products.
- **Smallholder Training Modules:** Training modules have been developed by us on a range of crucially important topics for smallholders. These can be disseminated through the radio or by farmers accessing the internet. Module topics to date include: governance; ethical trade; sustainability; sales and marketing; entrepreneurship; agricultural extension; climate change; and sustainable land management.
- **Beyond Farmer Radio:** In addition to our Farmer Radio, LYF has designed a wealth of learning materials for smallholders. These are publicly available and can be used on the same collaborative Open Source basis. Many of the learning materials are in picture format, which is ideal for individuals with low literacy, and can bypass the need for extensive translations.
- **LYF Credentials:** Access to supporters and social media channels of the LYF; a highly respected small but international charity that punches well above its weight in the world of ethical trading.

IMPLEMENTATION PLAN-MARKETING OPEN SOURCE FARMER RADIO

We are now actively approaching a select group of organisations with Open Source Farmer Radio. Through our existing networks, we are identifying the most appropriate partners that can help us to reach smallholder farmers. We will work closely with partners new and old, to assess where we can have the greatest impact and which of them can best embed learning and build capacity - avoiding duplication. We aim to work with international umbrella organisations, ethical trade networks, farmer organisations including specialist crop associations, research and education institutes and training groups, trade groups, companies and NGOs. Past experience has shown us that working with umbrella organisations will allow us to see the adoption of Farmer Radio on a much larger scale in a much shorter space of time.

We can support stakeholders in delivering Open Source Farmer Radio as part of their broader agricultural development programmes. We are able to assist our partners through advice and support; from setting up radio licensing, attracting listeners and establishing farmers' groups through to employing presenters, local partner outreach and involving the supply chain. We provide Farmer Radio methodology with a built-in flexibility that will allow organisations to set up and deliver programmes both independently or in a bespoke manner. Our package of support includes:

- 'Start up pack' with advice and information on setting up radio shows, establishing networks and bringing together multi-stakeholder platforms;
- Advice to identify strong local delivery organisations - ensuring farmer co-ops, buyers and extension services are all on board for the duration;
- Step by step guides on how to deliver Farmer Radio shows;
- Advice on setting up Farmer Listening Groups;
- Advice on co-ordinating Farmer Radio as part of a wider programme of intervention;

- Range of training modules, resources and access to online information and advice;
- Online podcasts, FAQs and printed farmer educational materials;
- Potential financial support to access seed funding/grants for new Farmer Radio initiatives;
- Introductions to pro-bono professional experts who can support implementation and training;
- Advice on co-ordination with other agricultural activities (as radio outreach cannot work in isolation);
- Advice on providing the correct in-country support so that organisations can deliver Farmer Radio and their own individual objectives to partner farmer organisations;
- Championing and publicising the work that our partners are undertaking via the LYF website and social media channels - as well as utilising those of our closest and most respected supporters in the world of ethical trading;
- Ongoing impact evaluation and sharing of best practice from across the globe.

The Open Source model is structured so that, together, we can continue to learn, evaluate impact, showcase best practice and to improve our reach and results.

“Previously we used field days and open days to disseminate information. But the beauty of radio is that it is much less expensive. There are some 500 co-operative societies here, however we can only do one co-op in each district each year so we have only been able to cover 26 co-ops with our own extension staff this year! With a limited budget, there is only so much we can do. Reaching each one of them with training can be quite costly; this is why radio has been so useful ... The radio programmes have really helped us to reduce confusion, and give the proper advice on coffee varieties, the buyers and pass on technical know-how.”

James Minai. Coffee Research Foundation Kenya

FUNDING

It will cost around £280,000 over 3 years for us to actively support Open Source Farmer Radio with a broad range of stakeholders and support organisations; seeing them through the adoption, implementation, development, and evaluation of the Open Source Farmer Radio. All of these costs are included below:

ITEM	SET UP	YEAR 1	YEAR 2	YEAR 3
LEARNING MATERIALS, PODCASTS AND TOOLKIT	16500	9420	10420	9420
PROJECT MANAGEMENT, MONITORING, ONLINE AND FIELD SUPPORT	10800	69400	74400	74400
TOTAL	27300	78820	84820	83820
OPTIONAL SMALL GRANT FUND FOR LOCAL PROJECTS	15000	30000	40000	60000

It is expected to cost between £5,000 to £10,000 for each partner to carry out the programme. The costs include elements such as the purchasing of 'air time' (in cases where this is not provided for free), radio presenters' fees and expenses for staff to make 'in-field' visits with farmer listeners in order to plan content, as well as costs for co-ordination and evaluation.

These costs are incredibly low when compared with the outlay that many commercial buyers and supply chain companies are already contributing for other training programmes and for activities that they believe are supportive to smallholders.

SUCCESS

Our aim is to embed Open Source Farmer Radio within a broad range of agricultural and sustainability programmes. Initially we plan to roll out Open Source Farmer Radio across sub-Saharan Africa, and then plan to consider other regions - particularly focusing on Latin America.

We aim to partner with at least one **major umbrella organisation** so that they can promote Open Source Farmer Radio within their own grants and programmes; to develop one strategic and collaborative **corporate partnership**; and to promote Open Source Farmer Radio to a range of **implementing stakeholders**. By year 3 we aim to have at least 20 stakeholders delivering Open Source Farmer Radio.

Through the delivery of Open Source Farmer Radio programmes, we aim to reach 100,000 farmers in year 1 - growing to a million by year 3. Ultimately, we aim to see:

- Local organisations able to deliver Farmer Radio to smallholder farmers;
- Farmers and industry reporting improvements in crop quality and volume;
- Increased representation of women and young people on farmer co-operative governance and leadership;
- Improved farming methods and land management practices;
- Increased understanding of climate change mitigation farming practises;
- Improved food security and nutrition;
- Greater involvement of farmers within the supply chain and enhanced farmers' knowledge and dedication.

PARTNERS

The philosophy of Open Source Farmer Radio is dedicated to a highly innovative, tried and tested approach that centres on collaboration – with the recognition that by finding the right partners and specialists, we can deliver impact at a scale far greater than the LYF could achieve alone. We want to work with companies who are serious about addressing quality, reliability and sustainability within their supply chain and who want to receive a meaningful return for their financial investments. We want to work with progressive leaders and funders who are addressing the challenges affecting smallholder farmers and who see the merits in providing financial support for us to replicate and promote the take-up of Open Source Farmer Radio. We want to work with like-minded visionaries who believe in empowering farming communities to create sustainable and enterprising livelihoods.

We recognise there are risks inherent in any Open Source model, so we are seeking to work with specialists in intellectual property and Open Source practitioners to help us to ensure that our model is adopted and developed in a fair and transparent spirit. If you, or your organisation, can offer such knowledge and services ‘in kind’ we would be keen to work together as technical partners to Open Source Farmer Radio.

RETURN ON INVESTMENT

What we provide is a powerful, proven approach. It allows our partners to contribute to a ground-breaking and progressive opportunity; to have enormous impact and to maximise the success of livelihoods for the poorest producers in the world. Smallholder crop production is the primary source of income for rural communities in developing countries and therefore the scope for impact of Open Source Farmer Radio is massive. By joining us, in this startlingly simple and cost-effective approach, you can help address complex issues of geography, infrastructure, climate change and social concerns, as well as improve the livelihoods of smallholder farmers, the sustainability of supply chains and the quality of crops and, finally, contribute to improved trading relationships across the globe.

“The radio programmes have been long overdue. A very effective and inexpensive way of disseminating information and receiving the feedback from thousands of farmers, who would otherwise not be in a position to access information.”

Peter Kimata, Central Kenya Coffee Mills



LORNA YOUNG FOUNDATION

The Lorna Young Foundation (LYF), named in memory of one of the UK's fair trade pioneers, is a charity that works to alleviate global poverty by improving smallholder livelihoods. Comprised of business and ethical trade professionals, social entrepreneurs and development experts, it represents some of the most respected and visionary individuals within the ethical trading sector.

Expertise: We have in-depth experience of working with leading companies, charities and not for profits to address complex questions of sustainability and commercial challenges. In addition to this, we have over a decade of working with farmer organisations to facilitate access to ethical markets and to improve quality, yield and sustainable land management.

Innovative and unique: We create innovative ventures for learning, enterprise and sustainability with smallholder farmer organisations and communities, companies and education institutions. Our UK-based "Not Just a Trading Company" demonstrates our pioneering approach to ethical trade, providing ethical enterprise training for young people and communities.

"The Lorna Young Foundation is forging an innovative new path they help deliver for the producers as well as forging strong community links here in the UK and are raising the expectations and aspirations of all involved."

James Purnell, former MP and Secretary of State for Work and Pensions

Efficient: We use an international network of in-country professionals to deliver our programmes and we keep our UK base to a minimum. Because of this approach we have no costly infrastructure to maintain and can deliver programmes globally with minimum overheads.

On the ground experience: We have been delivering Farmer Radio projects for 8 years. Whilst there are other organisations who use radio to support farmers, our Farmer Radio is unique; we offer bespoke training to farmer groups from the beginning and work closely with our partners to target specific producer communities. We have achieved an audience reach of over 6 million people across countries in Africa with Farmer Radio:

- Developing 'South to South' peer-learning in Ethiopia;
- Bringing together a multi-stakeholder group to support coffee farmers in Kenya;
- Improving cocoa quality, reforestation and land management practices with women farmers in Democratic Republic of Congo;
- Improving tea quality and yields in Tanzania;
- Working with multiple groups of producers in Ghana and Burkina Faso on climate change mitigation.

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