

## How You Can Help...

To continue our work supporting small farmers, we need your help! You can find out how and why at our website/blog ([www.lyf.org.uk](http://www.lyf.org.uk).) There are several ways you can help, but you can also donate ONLINE via our website, by POST with cheques payable to 'The Lorna Young Foundation'; or by TEXT; just send **CROP46 £5 to 70070** (you can enter any amount that you wish to.)

LYF is a UK charity (no.1112895).



## The Lorna Young Foundation

A dynamic small charity that supports producers in developing countries to gain more value from supply chains. Set up in the memory of the late Lorna Young (a pioneer of fair trade) we create methods of working towards trade justice – connecting consumers with Third World producers. We work with both the smallholders themselves and with marginalised UK communities and young people, supporting them to set up ethical trading social enterprises, creating work and training opportunities.

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**LORNA YOUNG FOUNDATION**  
LOUDER THAN WORDS



Smallholder Support Network;  
Breaking new Ground for  
African farmers

Training, market and agribusiness  
support for African smallholders,  
delivered through radio, internet, SMS  
text, and local education institutions

## Radio Extension Services

In Africa, we work with specialist agricultural extension workers with community radio experience. They devise and deliver our weekly RADIO programmes to smallholders, addressing key topics:

- The agricultural calendar (crops, fertilizing, harvesting)
- Markets (price, quality, volume)
- Certification requirements (Fairtrade, other systems etc)
- Climate change (food security, sustainable agricultural practices)
- Weather information
- Agri-news (plant varieties etc.)
- Gender and youth issues

See [www.farmer-extension.org](http://www.farmer-extension.org)

## A Subtle and Effective Education for Smallholders

*A key part of our SSN programme has been the development of agri-business training manuals aimed at the farmers, their co-operative members and managers. Many smallholders (particularly women) have low literacy levels, are excluded from the decision making process and have no idea what happens to their crop once it leaves the farm gates. Using a Kenyan illustrator, the LYF has created a series of picture training booklets that can be used 'in-field' and which provide beautifully illustrated pictures emphasising key information that smallholders need. See [www.farmer-extension.org](http://www.farmer-extension.org)*

### Kenya

We started the SSN in Kenya. With local partners we created and tested the training manuals, picture booklets and radio broadcasts. Our weekly farmer radio programme now has an audience of around 4.5m, including around half a million coffee farmers. The Kenya SSN project has achieved amazing results for local farmers.

### DRC (Congo)

Running the SSN in DRC brings extreme challenges, particularly for our local partners. Through local field training and our radio programmes, we are reaching 10,000 women cocoa farmers, many of whom face the daily risk of violence simply by being out in their fields.

### Ethiopia and Tanzania

During 2014, we hope to extend the SSN to coffee farmers in Ethiopia and tea growers in Tanzania. Building on our work in DRC and Kenya, we will train and support local in-country partners to listen to the needs of small farmers and shape the training and radio programmes to meet their agri-business needs.



*"The [radio] programmes have helped to sensitise us, to the point where we are now aware of our own ignorance...these programmes give us a positive view and help us to make progress!" (Mama Fanic, DRC coffee farmer)*

### Leading the Way

The Smallholder Support Network was started in 2010 and is now running in Kenya, DRC (Congo) and shortly in Ethiopia and Tanzania. In each country, it consists of three key components:

1. Farmer-field listening groups: work through cooperatives and generate radio content
2. Multi-stakeholder platforms; bringing together buyers, exporters, extension workers, farmers
3. Radio / SMS communication; regular radio programmes with SMS feedback facility