

# What you can do to help

Please support us to continue supporting small farmers in Africa, many of whom are fellow Muslim brothers and sisters!

Just £400 per week will help to continue to build on our work in educating and transforming the lives and livelihoods of thousands of African smallholders.

This £400 breaks down into;

- £250 air time (rental equipment/broadcasting costs)
- £150 for Farmer Field Listening Groups and costs for research and content creation/ Extension Officer/ Presenter.

Please give what you can to help us keep this work going. Details of how to **donate** to us are on our **website** [www.lyf.org.uk/support-our-work](http://www.lyf.org.uk/support-our-work)

Cheques to 'The Lorna Young Foundation' **by post** – our address is on the back of this leaflet.



*"If our children are to have a future farming in this community, then we need them to see that they can make a decent livelihood from it"*

**Coffee Farmer from Harar, Ethiopia**



## The Lorna Young Foundation

A dynamic UK charity (charity no. 1112895), supporting smallholder farmers in developing countries to gain more value from the supply chain. Set up in the memory of the late Lorna Young; a pioneer of fair trade; the LYF is one of the leaders in re-connecting consumers and Third World producers. In 2009 we set-up the Oromo Coffee Company owned and managed by Oromo refugees settled in the UK. We now work with marginalised UK young people, supporting them to set up ethical trading social enterprises through our "Not Just a" Project; this also brings together youth from different ethnic backgrounds, promoting understanding.

Contact us on

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UK Registered charity no. 1112895



**LORNA YOUNG FOUNDATION**  
LOUDER THAN WORDS



*Farmer Radio...  
Breaking new ground for  
desperately poor farmers*

Training, Market and Agribusiness  
Information for African farmers via Radio,  
SMS, Internet and local educational  
institutions....

How? Why? What Impact on Livelihoods?... Find out  
inside....

*LYF actively targets women through our work; often the unsung heroes of farming. Since our intervention, one of our partner co-ops in Kenya has registered 200 new women farmer members. Our DRC project supported women cocoa farmers to improve their livelihoods and safety in the fields.*

## Radio Extension Services

Specialised agricultural extension staff with radio experience deliver weekly programmes addressing key topics of:

- the Agricultural Calendar (cropping, fertilising, harvesting)
- Markets (price, quality, volume)
- Certification requirements (wages, environmental standards)
- Climate Change (food security, diversification, sustainable agricultural practices).
- Weather information
- Agriculture news (coffee news, new plant varieties)
- Gender issues

# Farmer Radio – Building Capacity

## How it works

Most poor small farmers have no access to up to date and objective advice on their produce, markets or on the economic outlook, prices, inputs and climate change challenges. It is essential that we urgently work to reach the hundreds of thousands of smallholders around the World on issues that affect their livelihoods and futures.

In Africa, the LYF is targeting small farmer groups - via RADIO - on both their crop husbandry and their learning on key issues, such as quality, crop yields, climate change and food security. These Radio broadcasts are reaching audiences of hundreds of thousands of people and farmers via local radio stations.

Our Farmer Radio programmes are the first to bring together stakeholders to reach smallholders –using a cross section of ‘specialised’ NGOs, buyers, exporters, research and training institutes that actively respond to smallholder questions...

*We have helped farmers in Kenya, Ethiopia, DRC, Tanzania and Ghana but are looking to expand our learning and approach to other developing countries.*

## Delivering Impact

As a result of the radio /SMS program we have now seen:

- A marked increase in crop production and quality - in cooperatives taking part in farmer field listening groups
- Increased female enrollment in cooperatives and greater involvement of women in the supply chain
- Greater demand for knowledge and learning about international markets and quality of production
- Changes in land management, notably through improved agricultural practices and planting of new crop varieties (with higher yields and resistance to disease and pests)

*‘Overall there is increased push from farmers for better governance in the cooperatives, as farmers now ask tough questions to the leaders of their cooperatives on costings’*

Kamau Kuria- Coffee Management Services (CMS/ Dormans) representing 34% of coffee sector in Kenya



**Farmer Radio broadcasts information which farmers tell us they need to know. Working with local staff, we go out in to the fields and talk with farmers to understand their issues and the challenges they face, so that radio programmes are informed.**

## Farmer Radio- Leading the Way

Farmer Radio was set up by the Lorna Young Foundation in 2010 to address the training needs of smallholder organisations around the world, to encourage exchange and facilitate access to information. Farmer Radio has 3 key components:

1. *Farmer Field Listening Groups: work through cooperatives and help generate radio content*
2. *Multi-stakeholder platforms: bring together buyers, exporters, agricultural extension staff*
3. *Radio/ SMS facility: use 15 minute weekly programs on radio and SMS feedback facility*