

PROJECTS: INTERNATIONAL

TOF *Radio* – PRACTICAL ADVICE FOR FARMERS IN EAST AFRICA



Project

The Organic Farmer Radio (TOF Radio) is a weekly seven-minute feature in Kiswahili that focuses on ecologically friendly farming practices for small-scale farmers in Kenya. The radio show is broadcasted through the national broadcaster Kenya Broadcasting Corporation (KBC). TOF *Radio* is also in collaboration with vernacular radio stations that air content in local languages. The radio programme treats critical issues that farmers face in their daily life. Small-scale farmers who were visited on their farm recount their experiences. Research findings on new, sustainable agricultural technologies are also presented regularly. This makes TOF *Radio* the perfect complement to *The Organic Farmer* magazine. Thanks to its auditive approach to information dissemination, TOF *Radio* has the potential to also reach the illiterate population (about 25% in Kenya).

All radio shows (in Kiswahili) are available for free download online:

<http://www.infonet-biovision.org>

Project number:

BV IS-02.A

Project active since:

2008

Project duration:

Until December 2011

Budget for 2011:

79'059 USD

Editorial management:

Peter Baumgartner, Journalist

John Cheburet, Journalist

Program responsibility:

Dr. David Amudavi, Biovision

Relevance

For most farmers Für die meisten Bäuerinnen und Bauern ist es zu teuer, die in der konventionellen Landwirtschaft üblichen Pestizide und Dünger einzusetzen. Für sie sind biologische Methoden eine Möglichkeit, bessere Erträge ohne den teuren Input zu erzielen. Kleinbauernfamilien sind auf Tipps und Anleitungen angewiesen, wie sie ihr Gemüse vor Schädlingen schützen oder die Bodenfruchtbarkeit mit Kompost verbessern können. Die Nachfrage nach Wissen ist enorm, da es oft an Möglichkeiten zur landwirtschaftlichen Aus- und Weiterbildung mangelt.

Beneficiaries

The TOF *Radio* programme reaches up to 2.5 million people every week in Kenya and other African countries.

Development Goal

Sustainable improvement of the level of nutrition and of living conditions of small farmers in East Africa by guaranteeing application-oriented information on ecological agriculture, pest control and disease prevention.



During discussion with farmers TOFRadio Editor John Cheburet (left, with microphone) gets his inspiration for the next radio show.



The popular TOF radio show is broadcasted weekly and reaches an audience of up to 5 million people.




Achieved so far

Through the successful establishment of TOFRadio in Kenya and its partnerships with other radio stations in East Africa, a large audience of small-scale farmers have access to practical instruction and information.

Goals

1. Regularly broadcasted **radio program** with practical instructions and advice for **small scale farmers**
2. Provision of **practical information on crucial topics** for small-scale farmers: for instance on organic agriculture, ecological pest control, cultivation timing, efficiency enhancement, soil improvement, marketing.
3. Transmission of TOF Radio to two other local radio stations in local languages.
4. Utilisation of **synergies** with existing information channels to disseminate information to the rural population.



-  TOF *Radio* core area
-  Partly receiving TOF *Radio*
-  Electronic dissemination (via infonet-biovision)

Partner Organisations

International Centre for Insect Physiology and Ecology (*icipe*), Nairobi (implementing partner, www.icipe.org); Agricultural Information and Resource Centre (AIRC)

Sustainability

Sustainability calls for a holistic vision: healthy people, animals and plants in a healthy environment. (4x Health, 4-H Strategy). Every project supported by Biovision effects considerable improvements in at least one of the four health areas. The key to effectively replicating the success of the project is the availability of specific information on the methods applied and the results achieved. With this approach and its 'helix of effects', living conditions are improved and the poverty of the people is gradually overcome while the environment is protected.



Contact:

Biovision – Foundation for Ecological Development
Schaffhauserstr. 18
CH-8006 Zürich
Tel. +41 44 341 97 18
Fax +41 44 341 97 62
info@biovision.ch
www.biovision.ch
Swiss Post Account:
87-193093-4

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