

“THE ORGANIC FARMER” MAGAZINE – PRACTICAL ADVICE FOR FARMERS



Project

The Organic Farmer is an information magazine for Kenyan small-scale farmers who until recently have had only scarce access to information on sustainable agriculture. With this application-oriented periodical: **The Organic Farmer** (TOF), Biovision provides them with information on possible ways out of the poverty trap. The farmer magazine is distributed every month free of charge to interested farmers' groups in Kenya and selected neighbouring countries. TOF readers receive concrete guidance and practical tips on how they can increase their harvests using simple, environmentally friendly methods. This information is disseminated via radio also (the weekly TOF radio programme in Swahili is received in Kenya and Tanzania and has up to 3 million listeners) as well as through flyers and brochures. Farmers particularly often use the opportunity to pose questions to the newspaper and receive feedback via SMS and readers' letters.

Relevance

In Africa, organic farming has a different meaning than in Europe. Since conventional agriculture using pesticides and fertilisers is vastly unaffordable for most farmers, using organic methods is an important avenue to achieving good yields. For poverty-stricken farming families it is vital they receive guidance and advice on how they can increase their crop yield without huge expenditure. The thirst for knowledge is enormous, since basic and further agricultural training is largely non-existent in many places in Africa.

Beneficiaries

By distributing 21,000 newspapers to farmers' groups, over 180,000 farmers are reached in Kenya and other African countries. In addition, The Organic Farmer reaches 40 schools with a total of 1000 students – this is invaluable as they are the future farmers of the country.

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.

Project number:

BV IS-02

Project active since:

2005

Project duration:

Phase III until December 2011

Budget for 2011:

187'367 USD

Editorial management:

Peter Baumgartner, Journalist
Peter Kamau, Farmer and Journalist

Program responsibility:

Dr. David Amudavi, Biovision



Farmers receive practical guidance from "TOF – The Organic Farmer".



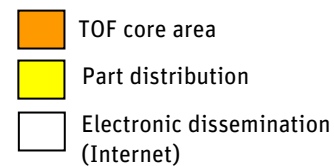
Peter Kamau is the editor of The Organic Farmer in Kenya.

Achieved so far

A sustainable partnership has been established between the information and dissemination centres of the Organic Farmer. This makes possible the further training of 150,000 farmers through the dissemination of practice-oriented information in the sphere of ecological agriculture.

Goals

1. Monthly production of the farmers' newspaper „The Organic Farmer“ and distribution of 21,000 newspapers to Kenya's small-scale farmers as well as timely dissemination in other Biovision focus countries; production of the weekly radio programme.
2. Further education of the target groups through the expansion of **access to relevant information** in the fields of health and agriculture.
3. Utilisation of synergies with existing media channels (Newspapers / Radio / TV and Internet), to **disseminate goal-oriented information** to the rural population.
4. Establishment of partnerships with local communities and organisations in East Africa with similar initiatives in the field of knowledge dissemination.



Partner Organisations

International Centre for Insect Physiology and Ecology (icipe, implementing partner), Nairobi (www.icipe.org); Kenyan Agricultural Research Institute (KARI, www.kari.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.



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