



Project

The Organic Farmer Radio (TOFRadio) 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. It also includes research findings from credible institutions and farmer's experiences collected during field visits. This makes TOF Radio relevant to the day to day needs of small-scale farmers.

Furthermore, TOF*Radio* seeks to complement *The Organic Farmer* magazine available to small scale farmers' groups throughout Kenya and neighbouring countries, and to raise awareness for the information hub *infonet-biovision*.

Relevance

In Africa, organic farming provides an opportunity to overcome hunger through increased yields. 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 and high illiteracy rates prevail (25% of the Kenyan population are illiterate).

Beneficiaries

The TOF*Radio* programme reaches up to 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.

Project number:
BV IS-02.A

Project active since:
2008

Project duration:
Phase I: 2008 – 2011

Budget for 2009:
70'000 USD

Editorial management:
Peter Baumgartner, Journalist
John Cheburet, Journalist

Program responsibility:
Andreas Schriber



TOFRadio reporter John Cheburet (l.) in an interview with a farmer. Listeners questions give the opportunity to react to farmers needs and ensure the relevancy of the topics treated.



Up to 80% of the population are involved in agriculture, yet there is often a lack of training and knowledge in sustainable agriculture and how to protect the crops with ecologically sound methods.

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. Promotion of small scale farmers cooperatives to improve **self confidence and social standing** of the farmers
4. Utilisation of **synergies** with existing information channels to disseminate information to the rural population.




Partner Organisations

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

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.



-  TOFRadio core area
-  Partly receiving TOFRadio
-  Electronic dissemination (via infonet-biovision)

Contact:

Biovision - Foundation for Ecological Development
Schaffhauserstr. 18
CH-8006 Zurich
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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