



## ABOUT FARM RADIO

Farm Radio International (FRI) is a Canadian charity working with more than 670 radio broadcasters in 40 African countries to fight poverty and food insecurity. We help African broadcasters meet the needs of local small-scale farmers and their families in rural communities by providing broadcaster resources such as information and resource packages, broadcaster training to help develop a higher standard of farm radio services, and impact programming to plan and deliver special radio campaigns and programs that address specific development challenges. All of our programming is designed to be accessible and relevant to small-scale farmers. For more info, please visit our website at [www.farmradio.org](http://www.farmradio.org).

## KEY FACTS

- FRI is based in Ottawa, Canada but has country offices in several sub-Saharan African countries including: Bamako (Mali), Ouagadougou (Burkina Faso), Accra (Ghana and a small satellite office in Tamale), Addis Ababa (Ethiopia), Arusha (Tanzania), Kampala (Uganda), Niamey (Niger), Maputo (Mozambique), Lilongwe (Malawi via Farm Radio Trust, a locally registered strategic partner of FRI)
- FRI facilitates a network of over 670 African radio stations which benefit from resources such as scripts and resource packs as well as Barza Wire (FRI's weekly news service)
- FRI does not run a radio station. Instead, it works with local radio stations across Africa (providing resources, training and other support) to facilitate the delivery of effective and timely farm radio programs to rural households.
- FRI has 15 staff in Ottawa, Canada which serve largely a fundraising and managerial role. There are almost 100 local staff across the FRI country offices
- FRI does not ONLY work with community radio stations. We see distinct strengths to all types of stations: community, associative, public and private, and have worked with all in the past.
- FRI values farmers as decision-makers. Our programs aim to give them the information to make an informed decision on a given technology or practice. More about FRI's values here: <http://www.farmradio.org/about-us/our-mission/>
- FRI runs programs using several different methodologies including:
  1. Participatory Radio Campaigns (PRCs)
  2. Regular Quality Farmer Programs
  3. Radio dramas <http://www.farmradio.org/ourblog/2013/06/17/press-release-new-radio-drama-targets-vitamin-a-deficiency/>
  4. Radio marketplace
  5. Reality radio <http://www.farmradio.org/ourblog/2013/08/08/audio-postcard-reality-radio-in-mali/>
  6. Cooking shows
  7. Radio value chain programs
- FRI integrates modern technology into all of its programs in order to facilitate interaction with farming audiences as well as to accurately monitor programs. The ICTs include voice-based and text-based mobile technologies.

## FRI IN ETHIOPIA

- Current number of active projects: **5**
- Number of on-air programs in 2016/2017: **26**
- In Ethiopia FRI has facilitated the formation of **more than 190** community listening groups that help farming communities listen to the programs live, discuss innovations and give feedback to the station.
- **Funders include:** Bill & Melinda Gates Foundation, Global Affairs Canada (GAC), Irish Aid, CIMMYT, USAID, IDRC

### Program topics include

- Nutritious maize production and consumption (quality protein maize)
- Improved methods of tef production
- Improved methods of wheat production
- Improved methods of sorghum production
- Improved methods of fava bean and haricot bean production
- Radio marketplace on production and sale of maize
- Integrated pest management for lentil and chick pea
- Radio for drought mitigation
- Improved application of fertilizer
- Biofertilizer
- AYBAR BBM use for vertisol
- Conservation agriculture
- Improved vegetable production

## For media enquiries please contact

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